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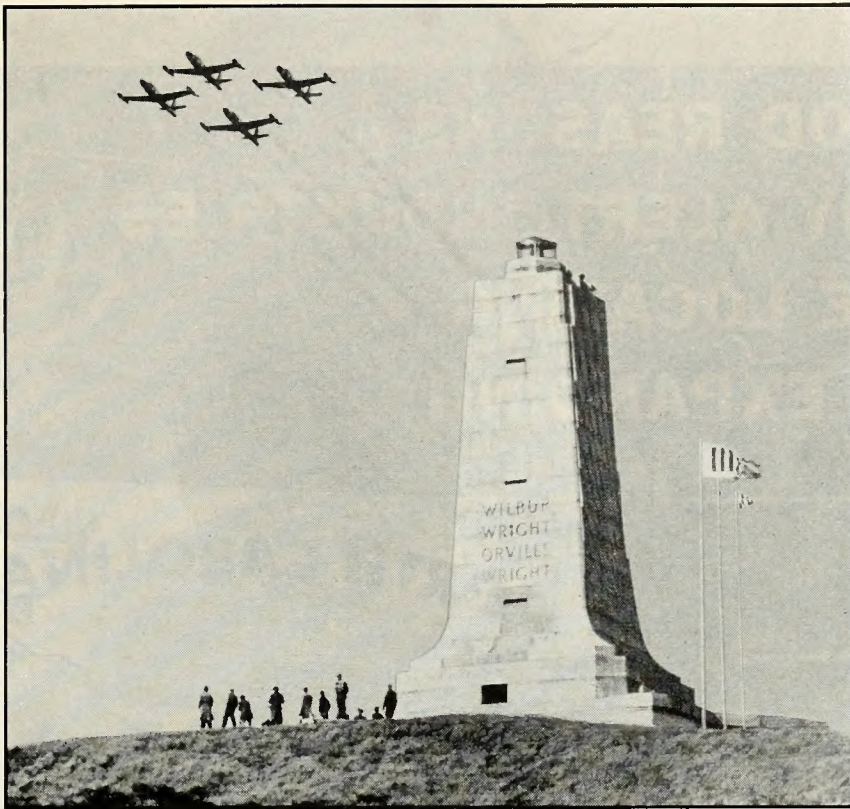
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North Carolina State Library
Raleigh



North Carolina





THE NEW NORTH CAROLINA

IN THE ADVANCING SOUTH

North Carolina's forward movement from the beginning of the 20th Century has been steady and stable, pace-setting the remarkable growth of industry in the South.

Some of the reasons why North Carolina is leading this rapid development are contained in this booklet, which is reprinted from the MANUFACTURERS RECORD of January, 1954, and for this privilege grateful acknowledgement is made to the publisher.

DEPARTMENT OF CONSERVATION AND DEVELOPMENT
Raleigh, North Carolina

Governor William B. Umstead, Chairman of the Board

Ben E. Douglas, Director

COVER—Golf is played year 'round in North Carolina, from mountains to coast on 122 courses, including the world famous Mid-South resort courses at Pinehurst, Southern Pines, Asheville, Tryon and Sedgefield.

INSIDE COVER—Spring comes early to sub-tropical Southeastern North Carolina, where gardens and plantations are open to the public, and the peak of the azalea blooming season is celebrated by a festival at Wilmington in March. Spring blooming moves westward, where the peak of the rhododendron season in the Great Smoky and Blue Ridge Mountains comes in June. Fishing, both in still fresh waters and in the Atlantic Ocean, is a popular year 'round sport in North Carolina's Variety Vacationland.

GOOD REASONS WHY ALERT INDUSTRIES ARE LOCATING OR EXPANDING IN

NORTH CAROLINA

Still an uncrowded state—with plenty of room for productive work and refreshing play—North Carolina is steadily adding diversified industries to its balanced economy. Here are some of the reasons for the healthful growth:

Plentiful labor, intelligent and trainable

Productive labor, with a history of good industrial relations

Desirable plant sites—in-town, suburban or rural

Low construction costs (no heavy snow or extreme heating problems)

Accessibility to major markets—good roads, all forms of transportation

Excellent water supply, in volume and analysis

Abundant power, at a rate that is right

Stabilized tax structure and a

balanced budget

Attractive community appearance and cordial attitude

Mild climate, ideal for year 'round outdoor work and recreation

Ready-made surveys—supplemented by tailor-made studies as needed

ALL OF WHICH ADDS UP TO SATISFACTION LIKE THIS—

"We have had outstanding success in our operations in North Carolina and that has played the biggest part in influencing our decision to expand our plants in this State."
(H. H. Schell, Chairman of the Board, The Shelton Looms, Sidney Blumenthal & Co., Inc.)

New industries find a warm and hearty welcome in North Carolina, from both the State officials and the friendly citizens in thriving, comfortable communities and cities. Desirable industrial locations and buildings available in many different areas are described on the current plant site list. A copy, with additional interesting data, will be supplied promptly upon request to—

Ben E. Douglas, Director

**Friendly
North Carolina**
Where
Industry Prospers



DEPARTMENT OF CONSERVATION AND DEVELOPMENT, Raleigh, N.C.



GOVERNOR WILLIAM B. UMSTEAD

Governor Umstead's long record of outstanding public service gives him understanding of the State's problems and capacity for dealing with them. He represented North Carolina in the Senate of the United States in 1946-48, and has been a member of Congress and Chairman of the State Democratic Executive Committee. He is a lawyer. He was elected for a four-year term that began in 1953.

STEADY AND STABLE

In North Carolina, Which Makes a Habit of Good Government,
State Taxes Haven't Been Increased Since 1933.

By Edwin Gill

Treasurer of the State of North Carolina

North Carolina is a conservative-progressive State operating squarely in the middle of the fiscal road. A balanced budget is, of course, the cornerstone of our financial policy.

We are conservative in that we are unwilling to make spending commitments unless and until we feel that the expenditure is really justified, and until we know just where the money is to come from. We are progressive in that we are continually planning for the future, gearing our policies to the changing spirit of the times.

Since the turn of the century, we have not hesitated to invest in schools, in roads, in port terminals, in health centers and hospitals, and in institutions of higher learning. In all of the rush of material progress, we have not forgotten the unfortunate and the handicapped. We are making provision for institutions devoted to mental care. We sincerely believe that our human, as well as our material assets, are entirely worthy of conservation and development.

Notwithstanding these substantial capital investments made through the years, North Carolina does not have a large public debt. This is due to our caution. We do not rush into debt. Since World War II, we have invested over \$100,000,000 in permanent improvements *out of current revenues*. Also we have insisted on the maintenance of adequate sinking funds. In this connection, it will be of interest to take a look at the total outstanding debt of North Carolina.

As of January 2, 1954, there was the old General Fund Debt of \$29,172,000, the old Highway Fund Debt of \$22,334,000, our Secondary Road Fund Debt of \$177,000,000, and \$71,335,000 of General Fund Bonds for schools, ports and institutions, sold since November 1, 1950, making a total gross outstanding debt of \$299,841,000. However, when we consider that adequate provision has already been made through sinking funds for the retirement of both the old General Fund Debt and the old Highway Fund Debt, and that the Secondary Road Fund Debt is adequately provided for through

a one cent gasoline tax irrevocably pledged to its retirement, it will be seen that *for all practical purposes* the outstanding debt of North Carolina is now evidenced by the unmatured balance of school buildings, port and institutional bonds in the amount of \$71,335,000.

When we set this figure over against the total assessed value of all real and personal property in North Carolina in 1952, amounting to \$5,215,937,259, it will be seen that North Carolina's debt ratio is modest.

In our tax policy, we do not believe in favoritism on the one hand, nor in discrimination on the other. Equal and fair treatment to all is our aim, and this means that both new and established industry receive the same treatment. We emphasize the *stability* of our tax structure, pointing out that tax rates have not been increased in North Carolina since 1933. Except for some reductions in rate and amendments calculated to make our tax laws fairer and more just, we are operating substantially under the same tax structure that was enacted twenty years ago, depending on the growth of our State and on our expanding economy for the revenues necessary to finance the progressive programs required by our people.

Let me give you something of the view that North Carolina is taking toward inviting industry to our State.

We are proceeding upon the theory that industry does not want to come to a State that is extravagant and wasteful; on the other hand, that it does not wish to come to a backward State. Therefore, when we insist on sound, good, middle-of-the-road government, on both the State and local level, we think we are meeting the standards that industry should require.

It is our idea that the right kind of industry does not wish to be discriminated against, nor does it expect a "hand out;" it does expect to pay its reasonable part in the financing of those progressive policies that contribute to the health and happiness of their employees and which are a part of the good social climate that industry requires for its successful operation.

We believe in the well balanced, orderly development of our State, and desire to see industry come to North Carolina—industry of the right kind that wishes to become a part of our great community, paying its legitimate share of the cost of public service and making a significant contribution to our social life—not coming here, if you please, for exploitation, not coming here merely for a season for the purpose of temporary enrichment, but with an honest and decent desire to live among us and become a part of our hopes and aspirations.

When we see the splendid credit standing of our local governments today we realize the tremendous progress that has been made in this field, especially in the past twenty years. Against a background of steadily improving economic conditions our local governments have put their house in order and for the present fine state of affairs we are indebted to the leaders in local government throughout our State as well as the stabilizing influence of our Local Government Commission.

Perhaps you will permit me at this point to discuss briefly the very sound and conservative manner in which our local governments have operated within

their debt limitations and under the very wholesome control of our Local Government Commission.

At June 30, 1940, the last assessed valuation (1939) was \$2,237,000,000 and the outstanding local government debt evidenced by general obligation bonds was \$307,000,000 or about 13½% of the assessed valuation. At June 30, 1953, thirteen years later, the assessed valuation (1952) was \$5,216,000,000 and the outstanding debt was \$336,000,000 or about 6.4% as compared with the 13½% in 1940. In this connection it is of interest to remember that our assessed valuation is estimated to be about 33-1/3% of market value in both 1939 and 1952.

I give you these figures because I understand that the ratio of *net* debt to assessed valuation is a pertinent factor frequently taken into account in appraising ability to pay. I am giving here the ratio of the *gross* debt to the assessed valuation of all our counties, cities, towns and other political subdivisions.

These facts and figures, it seems to me, show that on the whole our local governments are being administered in a sound and business-like manner.

In my opinion, the fiscal policy of North Carolina can be described as one of enlightened conservatism. We are cautious. We are prudent. We desire to do the best we can for our people *within the frame-work of our ability to pay*.

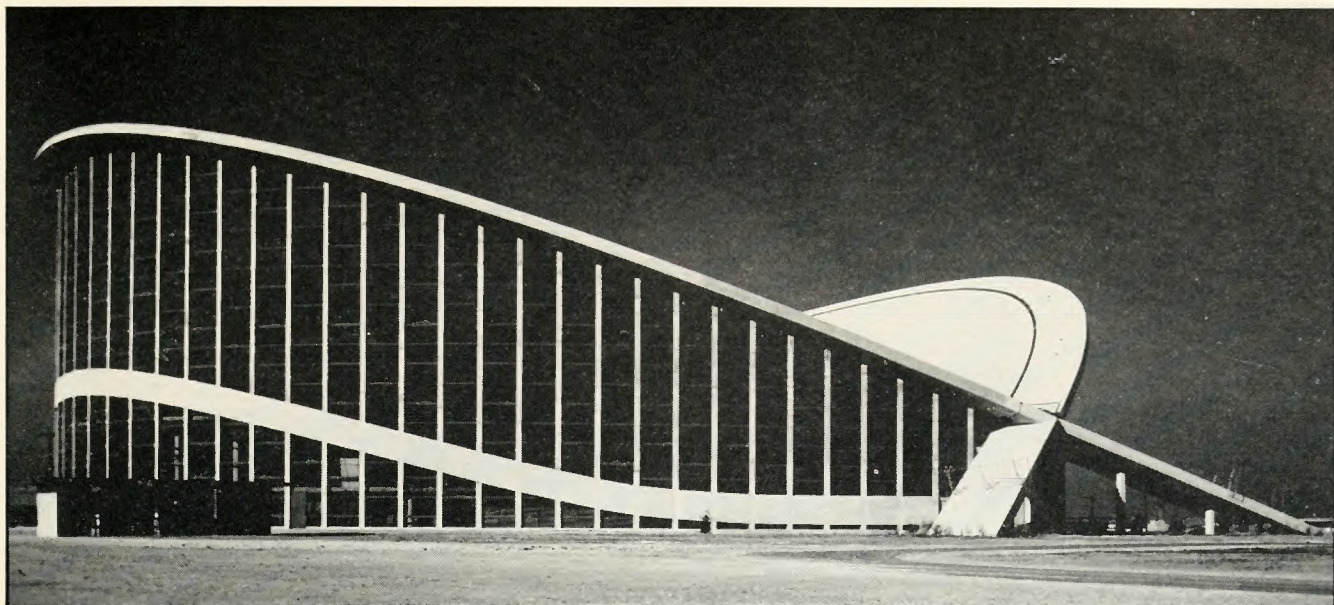
We plan intelligently for the future, taking into consideration at all times the growth of our State, the orderly development of our resources, and the reasonable anticipation of all that comes to mind in the word "tomorrow." In our realistic and candid appraisal of the dynamic character of our economy, we are people of *vision* but in no sense *visionary*.

I think of North Carolina as a State well balanced in its thinking—neither radical nor reactionary. As we conceive it, our future is not to be a carbon copy of any other commonwealth. While we are inspired by others, we seek our own fortune in our own way. We do not try to imitate others who may be wealthier, or for that matter poorer. We do not seek to enlarge our cities just for the sake of size. We are happy to be a State of over four hundred communities connected by a network of primary and secondary roads that interlace to work a pattern that helps to make our State one big community. We have all the advantages of modern transportation and communication without the complex problems that trouble the great cities. Approaching a fair balance between agriculture and industry, and more and more diversified on both of these fronts, we face the years ahead with confidence.

North Carolina is today in sound financial condition. Our credit has never been higher; our splendid reputation in the money market is based on half a century of integrity and fair dealing. In North Carolina we have made a *habit* of good government.

ABOUT TAXES

North Carolina is proud of its state tax structure in which there have been no increases since 1933. A booklet explaining the Continuing Revenue Act, by James S. Currie, Director of the Department of Tax Research, may be obtained free upon request to the Department of Conservation and Development, Raleigh.



Opening a new frontier in architecture, the Arena of the North Carolina State Fairgrounds, won the American Institute of Architects' top award in 1953. The walls are two opposing parabolas of glass and concrete. Hanging steel spans support the roof. The Arena seats 9,500 persons without a single vision-obscuring post. The parabolic pavilion, termed by Life Magazine "one of the most remarkable buildings ever constructed," was designed by the late Matthew Nowicki who was acting head of the department of architecture in N. C. State College at the time of his death.

FORWARD MARCH!

Research From Nuclear Reaction to Nicotine Spurs North Carolina Industry Toward New Horizons.

On September 5, 1953, North Carolina took a giant step forward in the field of atomic research with the opening of the nuclear reactor on the campus of North Carolina State College at the capital of Raleigh.

It is possible that this step will lead to new peacetime uses for atomic energy which will prove as revolutionary to everyday life as the experiments in flight conducted by the Wright Brothers at Kitty Hawk, North Carolina, to launch the Aviation Age in 1903.

North Carolina's rapidly growing roster of research projects ranges from advanced types of aircraft and synthetic fibres through public health and architecture, to machinery—both industrial and agricultural.

In Raleigh, less than 200 miles from Kitty Hawk as planes fly, Bensen Aircraft Corporation is engaged in experiments with a new type helicopter which it plans to manufacture here.

Research in medicine at the University of North Carolina, Duke University and Wake Forest College Medical School is contributing not only to the care of the sick and the education of physicians and surgeons, but to an aroused state-wide interest in community health education and health centers.

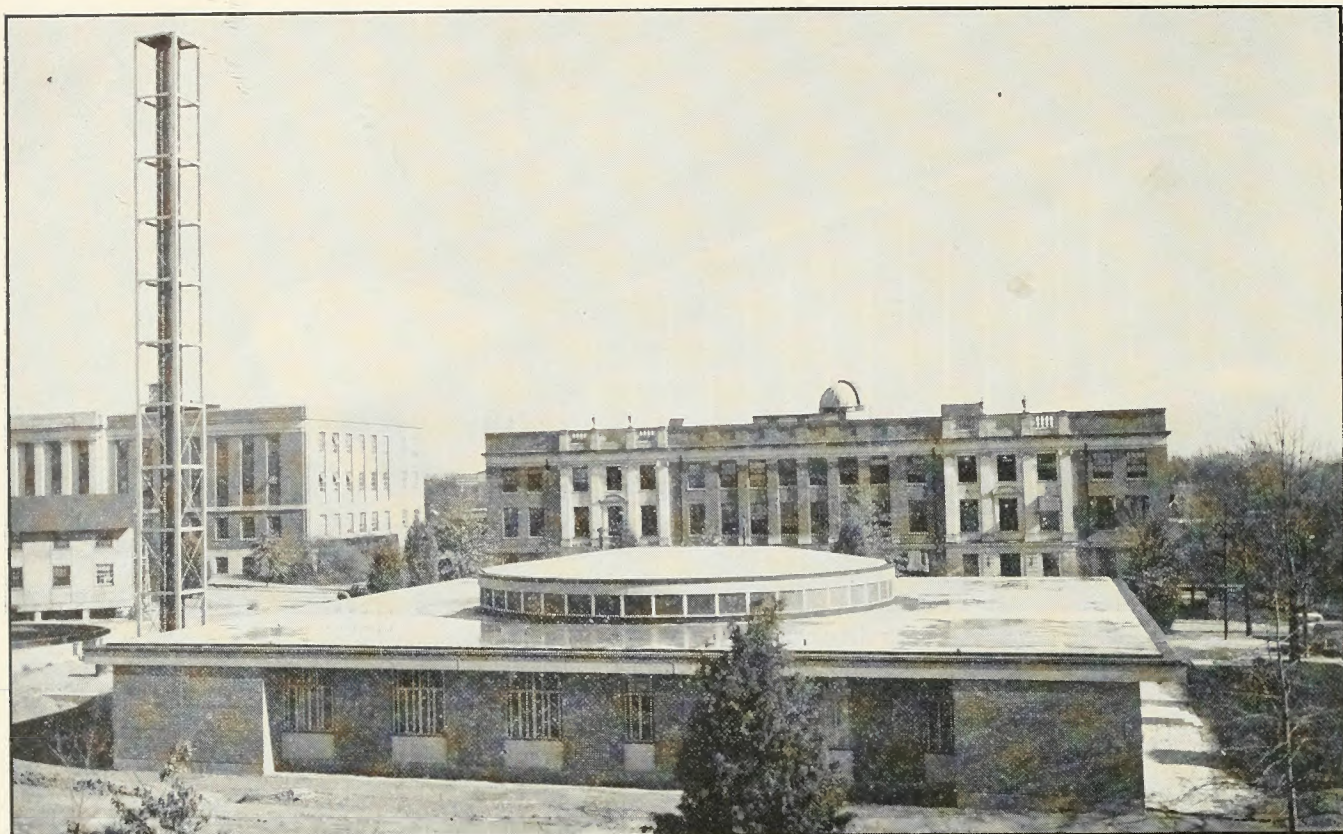
The State College School of Architecture produced the revolutionary design embodied in the parabolic pavilion known as the North Carolina State Fair Arena, five miles west of Raleigh on U.S. 1.

Pioneer Atomic Operation

When North Carolina State College put the nuclear reactor into operation it marked up a number of "firsts" for the state and nation: first college-owned reactor, first reactor open to the public view, first project of this type devoted entirely to investigating atomic energy, as an implement for the welfare of mankind rather than as a destructive weapon.

The reactor is only part of State College's full-scale nuclear engineering training program; atomic research is only a part of the institution's active research program which includes 108 other projects delving into such diverse fields as refractories, stream pollution, ceramics, chemical engineering and, to a large extent because they are keystones in North Carolina's economy, textiles and agriculture.

Significantly, funds derived from North Carolina's



Nuclear reactor on campus of North Carolina State College in Raleigh.

vast textile industry helped make this new research project possible by providing the building which houses the reactor. The Burlington Mills Foundation, a trust created by Burlington Mills Corporation, contributed \$200,000 to construct the building.

North Carolina's industrial corporations have for some years taken a leading part in research, both

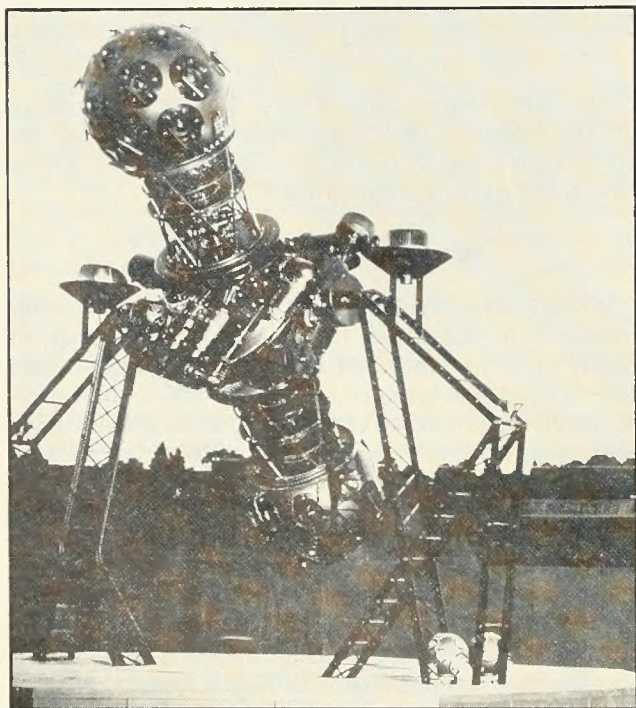
through projects conducted in their own plants and through contributions to those of State College and other institutions in the state. The Department of Conservation and Development lists strengthening of industrial research as a major objective in its program to encourage the industrial expansion program in the state.

Agricultural Research

Agriculture, too, is in the research spotlight. At State College the budget for agricultural research is \$2.5 million, with college being supplemented by 20 per cent from the Federal government, and 60 from the state. Boll-weevil resistant cotton plants, chickens and domestic animals, and the fundamental laws governing genes, chromosomes and the genetic variations of irradiated seeds are among the varied phases of agricultural economy probed through the State College laboratories and experiment stations.

Throughout the state, the names of some of America's best known manufacturing concerns are bright milestones on the new path which North Carolina is following toward the development of research facilities in line with her rapid expansion of diversified industry, progressive agricultural program, and utilization of natural resources.

International Nickel Company, Ecusta Paper Company, American Enka, Dayton Rubber, Burlington Mills, Chatham Manufacturing Company, Cone Mills, American Machine and Foundry Corp., Law & Company, Liggett & Myers Tobacco (Chesterfields), Vick Chemical, R. J. Reynolds Tobacco (Camels), and Western Electric—these are among the nationally known



The only Zeiss Planetarium on a U. S. College campus is at the University of North Carolina in Chapel Hill.

corporations which operate research facilities in North Carolina. Some, like Ecusta, have their main plants and research departments in North Carolina; others, like International Nickel and American Machine, have chosen North Carolina as the site for testing laboratories serving a far-flung network of industrial plants. Still others have one or more of their laboratories at their North Carolina plants, and the remainder divided among their facilities in other states.

Ecusta's Program

Ecusta has the world's largest plant engaged in the manufacture of cigarette paper, basic materials for which are American flax fibre from California and Minnesota. Its location near the entrance to Pisgah National Forest in Transylvania county was chosen because of the pure water supply from Davidson River. Its fundamental research plant is staffed and equipped to carry out fundamental research in practically all branches of pure and applied science. In searches for waste utilization, development of new testing and sampling techniques, more efficient product control, and the like.

International Nickel's Studies

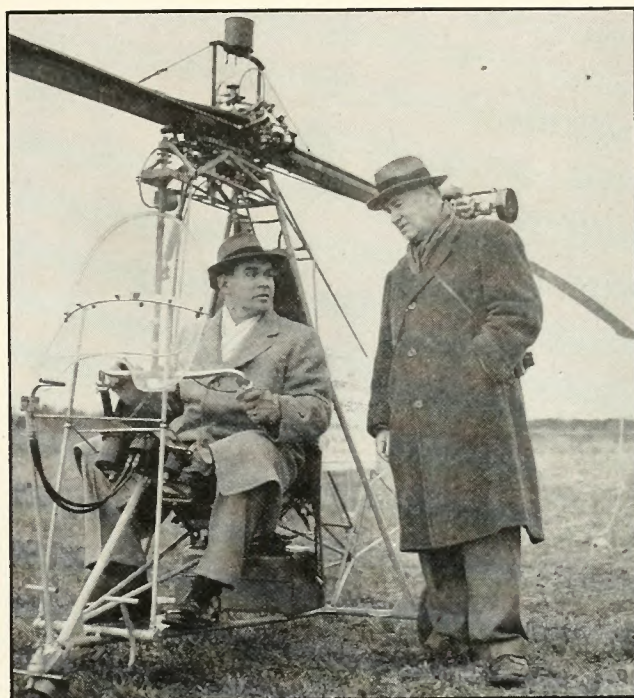
In contrast to Ecusta's use of pure fresh water is International Nickel Company's project of "making the ocean a test tube" at its beach corrosion testing stations on the North Carolina coast near Wilmington, where the corrosion effect of salt water is tested.

Established in 1935, the testing facilities have been steadily extended. In 1940 facilities for exposing specimens to atmospheric attack were added in cooperation with Carnegie-Illinois Steel Corporation, The Dow Chemical Corporation, Magnesium Division, and the Armco Steel Corporation. By 1950, the number of specimens exposed in the one-acre atmospheric test lot was about 20,000; the number of specimens exposed in sea water about 3,000.

In 1950, new facilities were added at Harbor Island, about 15 miles from Kure between the mainland and Wrightsville Beach, after a storm damaged the jetties through which sea water entered the Kure plant's testing apparatus. The sea spray tests and atmospheric lot remain at Kure. Late in 1951 and early in 1952, Harbor Island facilities and those for spray tests at Kure were again expanded. Over the past 18 years, the Inco Corrosion Engineers have tested effects of real sea water on some 35,000 specimens. In 1953, the Electrochemical Society of America chose Wrightsville Beach for its 104th meeting and studied the Kure Beach and Harbor Islands operations.

Tobacco Research

As the world's leading manufacturer of tobacco products, North Carolina is the home of the world's largest cigarette factory (R. J. Reynolds at Winston-Salem), and large factories operated by Liggett & Myers at Durham, and American Tobacco Company at Reidsville. In recent years, North Carolina has become the home of extensive research plants operated by the tobacco industry. R. J. Reynolds completed a \$2,000,000

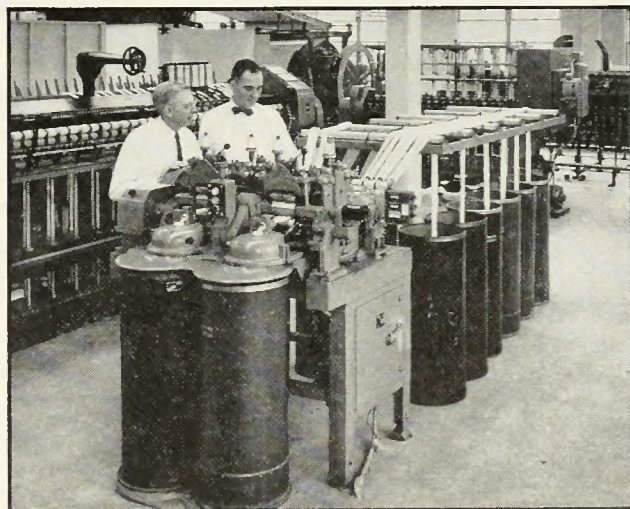


Igor Sikorsky, inventor of the helicopter, inspects new type of helicopter being developed by Igor Bensen (cq) at plant located at Raleigh-Durham Airport.

chemical research plant at Winston-Salem in February, 1953.

As far back as 1904 R. J. Reynolds Tobacco Company was conducting experiments to develop a new process for the production of smoking tobacco, and in 1907 these experiments resulted in a patented process for Prince Albert Smoking Tobacco. Extensive research on cigarettes resulted in the introduction of Camels in 1913, the first Turkish tobacco blend. From a one-room laboratory the company's research facilities expanded to occupy several floors, and in 1953 the company completed a new and greatly enlarged research laboratory.

At Raleigh, the research division of American Machine and Foundry Company of New York City has set

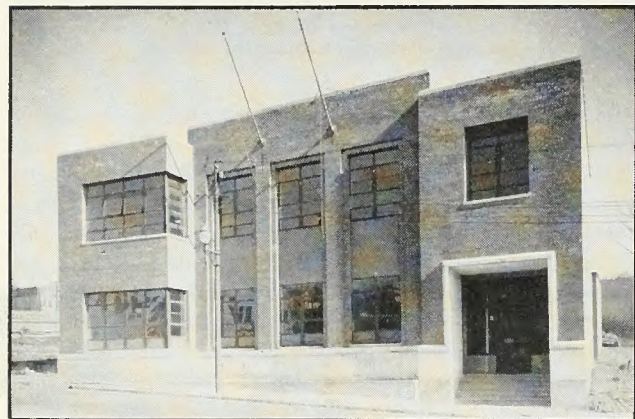


Research in synthetic fibers is carried out at N. C. State College, where the School of Textiles is the largest building under one roof. It is doing valuable fiber evaluation work in a separate department founded by the North Carolina Textile Foundation.



Extensive research in tobacco products is carried on in the new \$2,000,000 laboratory of the R. J. Reynolds Co. in Winston-Salem. This is the biochemical section.

up a laboratory to develop machines used in the tobacco industry. Raleigh was selected as the site because it is close to centers where information is readily available on tobacco curing and manufacture.



Mineral research is conducted in this building in Asheville as a joint project of the Dept. of Conservation and Development and N. C. State College.



International Nickel Company has tested over 15,000 specimens of metal in sea water since it established its research project at Kure Beach in 1935. New corrosion testing facilities recently opened at Harbor Island, also near Wilmington and pictured above, make it possible for the company to widen the scope of an enterprise which has won a world wide reputation.

At Durham, Liggett & Myers Tobacco Company (Chesterfields) conducts extensive research in its modern laboratory building near its big factories.

In December, 1953, Liggett & Myers announced a grant of \$105,000 for three years to Duke University for support of fundamental research programs in certain fields in the sciences. Specifically, the grant will support investigations involving research on basic chemical and plant science problems of potential value to the entire tobacco industry. The grant is a renewal of a similar one made three years ago.

The list of North Carolina schools and colleges which have received similar benefits from industrial foundations located within the state is an extensive one. Funds stemming directly from the state's industries have advanced school and university research in a wide variety of fields, among them textiles, paper and pulp products, agriculture, medicine, psychology, the tobacco industry and, very recently, atomic energy.

Mineral Laboratory

Operated jointly by the State Department of Conservation and Development and North Carolina State College is a minerals research laboratory at Asheville. Built in 1936 at a cost of \$80,000, it is believed to be the only laboratory of this type operated on a state level in the entire Southeast.

The minerals laboratory has been an important factor in the addition and expansion within the state of industries utilizing such North Carolina minerals as mica, feldspar and spodumene ores. It is estimated that within the past five years the contribution of this laboratory's research has resulted in the investment of some \$1,500,000 in the Western North Carolina area by processing plants using basic information and processes developed by the laboratory. Products from these plants total over 100,000 tons of minerals concentrates annually, a value of \$2,000,000. Ore samples come to the laboratory from every part of the state. Plans are now underway for the setting up of a continuing field study of North Carolina minerals.



Textiles top list of North Carolina industries, but there is great diversity within the industry which ranges from full fashioned hosiery to thread from synthetic fibres. The picture shows a demonstration of boarding in a hosiery plant.

FROM AIRCRAFT TO ZIPPERS

Diversification is New Keynote of North Carolina Industry Based On Tar Heel State's National Leadership in Textile, Tobacco and Wooden Furniture Industries:

Industry literally ranges from A to Z in modern North Carolina—aircraft and arms to zippers.

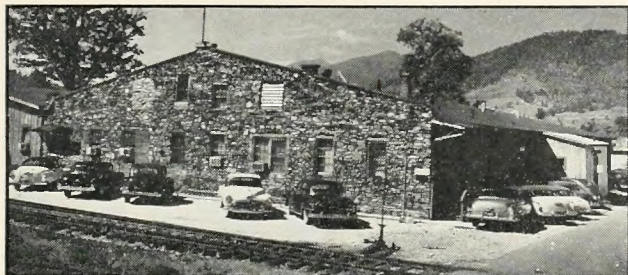
Diversification is the keynote, also, within industries. The giant textile industry, in which North Carolina leads the nation, enjoyed its greatest expansion in the field of synthetic fibres, woolens and blends of natural and man-made fibres.

Industrial growth is diversified geographically, too, with important developments conspicuous in the east-

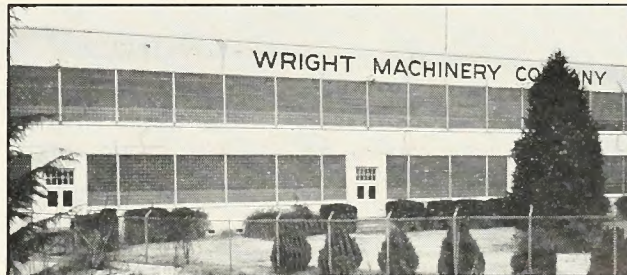
ern part of the State which formerly was predominantly agricultural.

Research and science spurred new industrial developments and heralded more to come, but already plants are established to manufacture helicopters (in Raleigh) and arms and precision instruments (in Asheville).

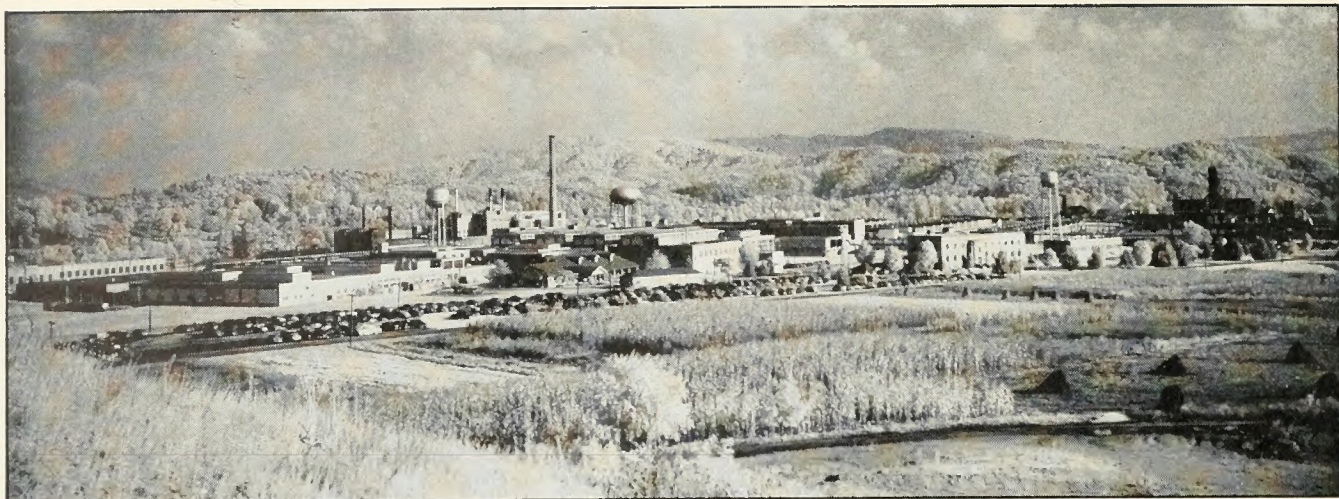
Growth of the electronics industry has been sensational, with such names as General Electric, Westinghouse, Western Electric, Sprague Electric, International Resistance, Cornell Dublier outstanding.



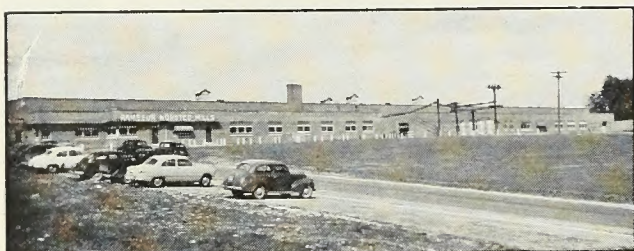
The exterior of native stone doesn't reveal it, but here sport shoes distributed throughout the nation are manufactured by the Welco Shoe Co. It is in Waynesville, near the Great Smokies.



Manufacturing machinery for industry is an increasingly important industry in North Carolina, and the Wright Machinery of Durham, now a part of the Sperry Corp., is a pioneer in this field.

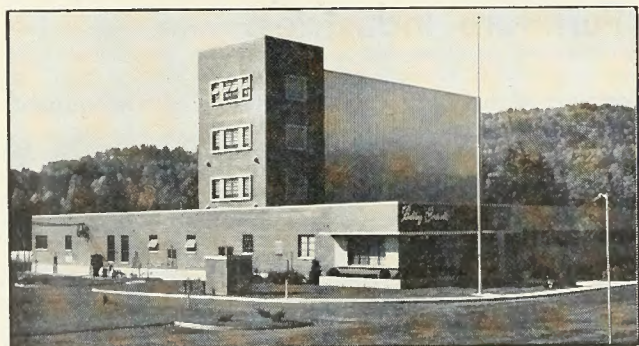


North Carolina's highly diversified industry is typified by Ecusta, in the Blue Ridge Mountains bordering Pisgah National Forest. It is the largest single cigarette plant in the United States, and to this operation the manufacture of cellophane has been added. Workers in this uncongested setting are only a few miles from Eastern America's most popular mountain playground, the Great Smoky Mountains National Park and Fontana and other TVA lakes.



The woolen industry is represented in North Carolina not only by big names but by numerous smaller units of which the Ramsaur Worsted Mills are typical.

The chemical industry is expanding, with pace setting developments noted in the establishment of the Du Pont dacron plant at Kinston, the manufacturers of cellophane at Ecusta, and the installation of a pilot nylon plant by Enka.



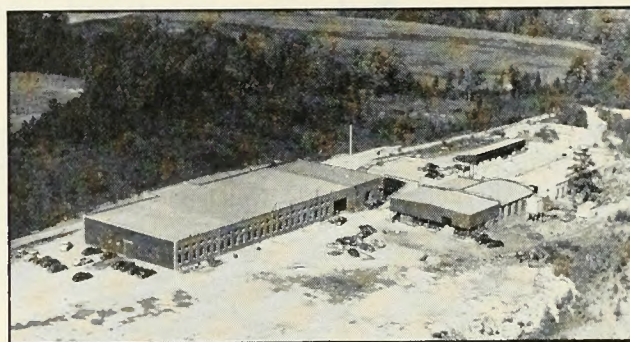
Manufacturing thread by a new process is the Belding-Cortelli plant at Hendersonville.



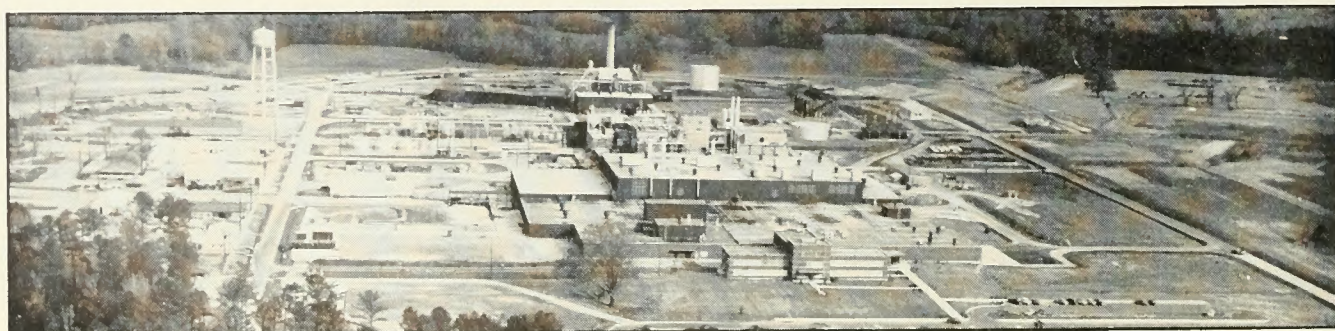
Blue Bell, Inc. at Greensboro, manufactures not only work clothes, but in its widespread system of plants throughout the Southeast specializes in clothes for men, boys and girls.

Facilities for making machinery and fabricating steel are being expanded, and the food and feed industries are growing.

North Carolina's more than 6,000 industrial establishments in more than 500 communities, and its count-



New Ranlo Division of Coker Machine and Foundry Co. at Gastonia, is located on 18 acre site.



Du Pont new dacron plant near Kinston, largest synthetic textile plant in Eastern North Carolina. Ample labor and water supplies influences Du Pont's decision to locate this \$40,000,000 facility in North Carolina.

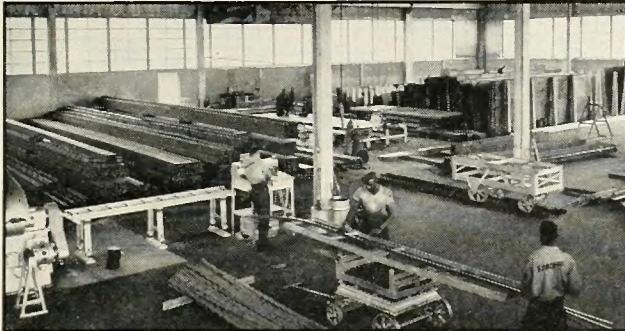
less institutions and notable enterprises in myriad fields of endeavor form a pattern that can only be suggested in a publication of this scope.

The impossibility of presenting a comprehensive summary of anything so vast and so varied as the State that is setting the pace in the booming Southeast was faced realistically by the editors, and their efforts were directed toward presenting a picture of the new developments and significant trends rather than a recitation of statistics concerned only with the past.

Consequently, important industries, places and persons are omitted from this projection-type presentation.



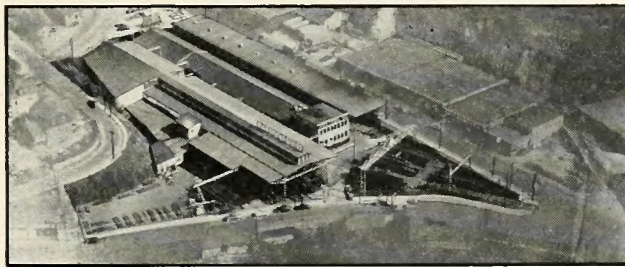
Nearing completion is the \$12,000,000 meter plant of Westinghouse Electric Company near Raleigh, on Norfolk Southern Railway. Ample labor supply was one of the reasons for selection of the location.



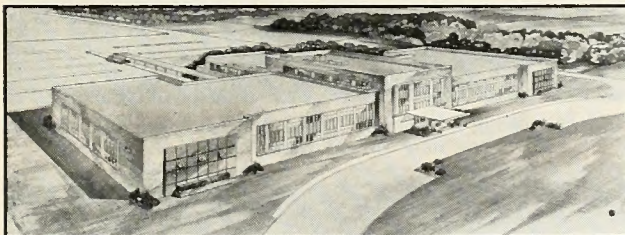
Interior view of 2nd addition to Edgcomb Steel plant at Charlotte, showing some of hot roll inventory. Complete metal warehouse renders fast service to growing Southern industry from Lynchburg to Miami.



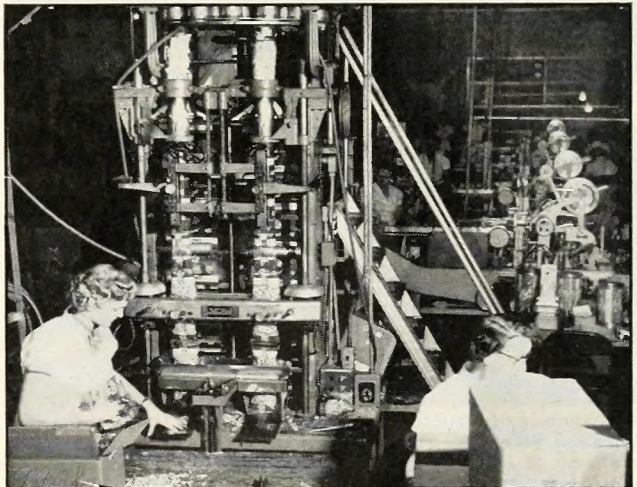
Distribution through the east and as far west as Texas is enjoyed by this North Carolina manufacturer of food specialties, located in the state's largest distributive center, Charlotte.



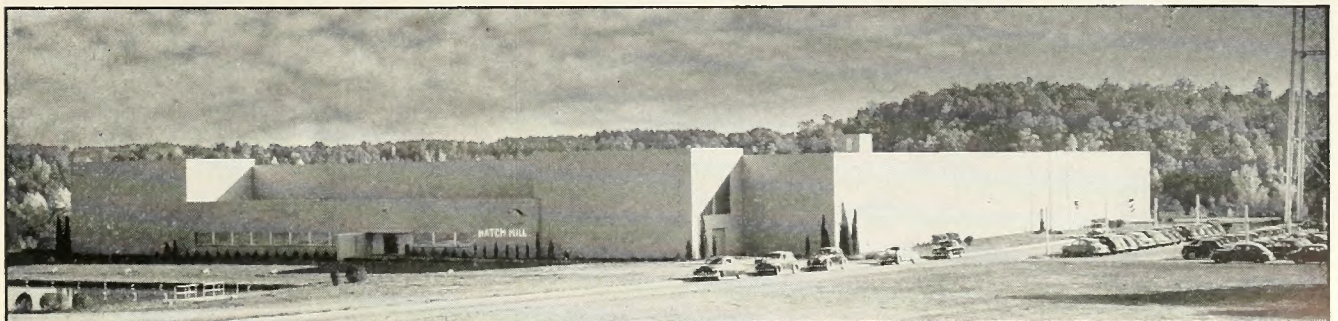
Asheville plant of Dave Steel Co., steel fabricators and erectors.



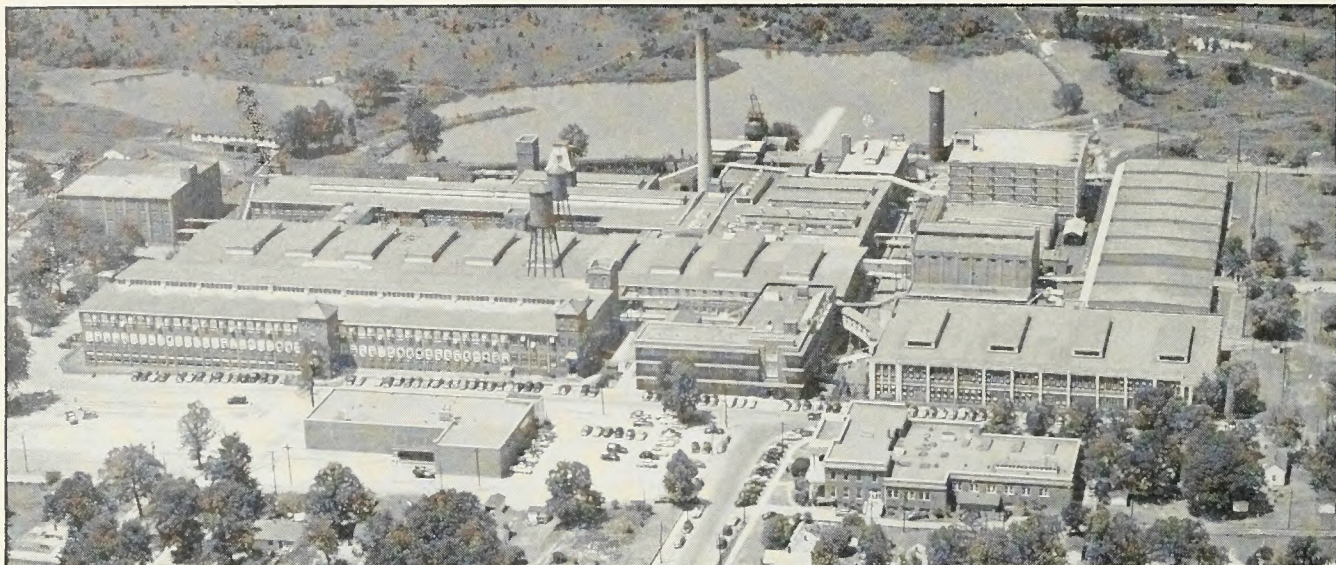
Celanese Corporation established headquarters for its far flung Southern operations, in this building at Charlotte.



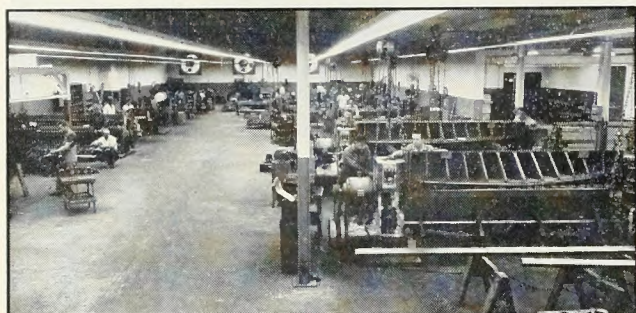
Important food manufacturing companies utilizing local agricultural products and abundant labor are located in eastern North Carolina. This is a view of peanuts being packaged for the fancy food market. The pickle industry is a large one, and recently a large plant was established in eastern North Carolina for canning peppers—a important truck crop.



Described as one of the most beautiful plants in America, the Hatch Mill of Deering Milliken Co. is situated in the Blue Ridge Mountains at Columbus, N. C., near the all-year Mid-South resort of Tryon. It draws its labor from farms and small towns.



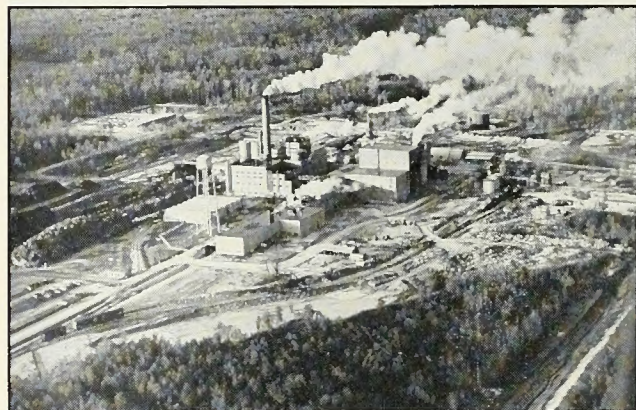
Huge installation of Cone Mills Corp. at Greensboro.



Assembly floor for squaring shears at plant of Wysong & Miles Co., at Greensboro.



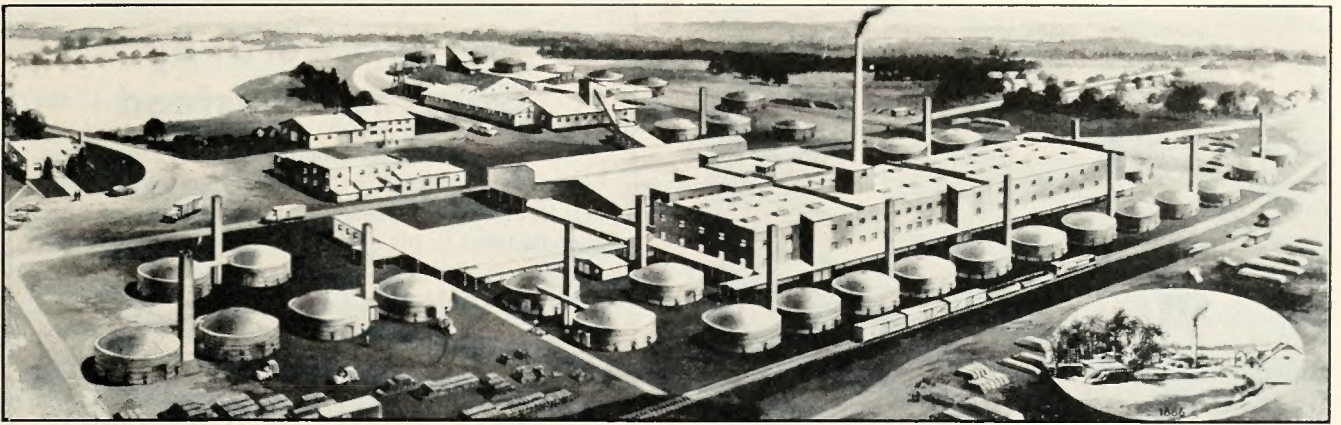
An example of structural steel fabricators in the State is the Carolina Steel and Iron Co. of Greensboro, founded in 1919 and one of the largest fabricators in the South. There are now more than 275 metal working plants in North Carolina.



Pulp processing is a major industry in the east, too. This is the new Riegal plant at Acme.



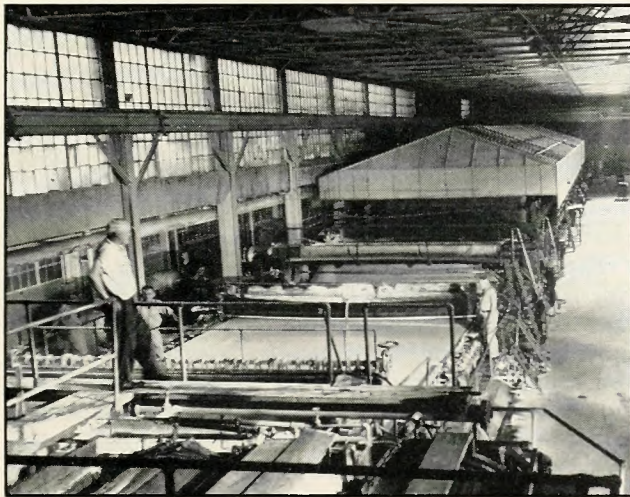
Glimpse of Industrial area developed at Charlotte by Piedmont and Northern Railway, which is rapidly expanding with nationally-known manufacturers and distributors occupying new plants.



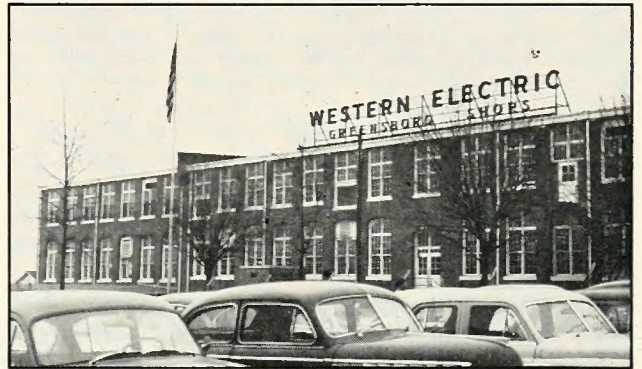
Pomona Terra Cotta Company's plant at Pomona (Greensboro), which manufactures over 50,000 carloads of sewer pipe and other clay products annually.

must be split up into segments and approached from well-defined angles.

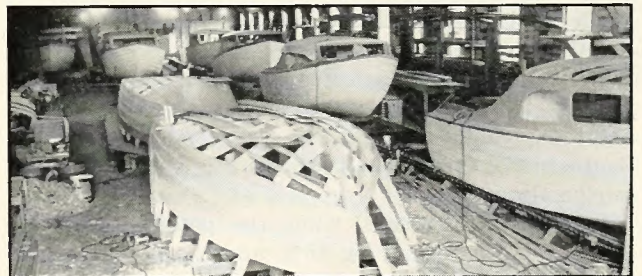
That is the answer to why less is found in this edition about industries in which North Carolina leads the nation — textiles, tobacco and wooden furniture — than about electronics, chemicals, mechanical devices, food and other enterprises that are relative newcomers to the modern North Carolina industrial pattern of healthy diversification.



This is one of the largest white paper producing machines in the world, a part of the huge Champion Paper and Fibre Co. installation at Canton.



Western Electric is a pioneer in the electronics field in North Carolina, an industry growing by leaps and bounds and adding famous names. A large Western plant at Greensboro is shown. Other Western plants are at Winston-Salem and Burlington.



Manufacturing boats in the Barbour Boats, Inc. plant at New Bern, which go to sportsmen all over the continent. Both inboard and outboard boats are made here.



American Enka Corp., one of the state's largest industries, has a three million dollar research and nylon plant nearing completion at site of present rayon plant near Asheville.

THE BIG CHANGE

Excerpts from Address of Roy E. Larsen to the American Association of School Administrators, Atlantic City, New Jersey, February 17, 1953.

By Roy E. Larsen
President, TIME, Incorporated

Recently I decided to see if I could support, through documentation, my own conviction that our system of universal education has been an indispensable factor in the astounding development of this country which Frederick Lewis Allen describes in his best seller, "The Big Change."

For this purpose, I selected the State of North Carolina which, at the turn of the century, was a poor state, and today ranks as one of the leaders, not only of the South, but of the nation, in statecraft, in industry, and in education.

In the last 50 years, while the population of the South was increasing by 88% and the population of the nation as a whole by 98%, the population of North Carolina increased by 113%. In the past twelve years, a total of 5,047 new businesses have poured into the state. Long the national leader in the manufacture of tobacco products (North Carolina now produces more than half of the nation's cigarettes—55%), the state now also leads the nation in the manufacture of textile products and wooden furniture.

North Carolina's current prosperity, then, was one of the reasons why I became interested in tracing its development.

How poor was North Carolina at the turn of the century? Although its population was close to two million, there were only 70,570 North Carolinians employed in industry at the time, and they were receiving an annual salary of \$196.52, which was about half the annual average salary working the country over. In value added by manufacture of all kinds in the year 1899, North Carolina ranked 22nd among the states, with a total figure of \$40 million. In value of farm property it also ranked 22nd.

A Foreword By Governor Umstead

The long way that North Carolina climbed to bring about the "Big Change" cited by Mr. Larsen is strikingly presented in the facts and figures he used in his speech to the school administrators of America, excerpts from which comprise this booklet.

Mr. Larsen correctly attributes in large measure North Carolina's rise to economic and cultural leadership within a half century to its steady and determined progress in public education that began with the administration of Governor Charles Brantley Aycock in 1900.

This is a success story told by an authority, not only in the publishing business, but also in the field of education, as Mr. Larsen is Chairman of the National Citizens Commission for the Public Schools. It is a message with meaning both to North Carolinians and to others living beyond its borders and deserves the thoughtful attention of everyone concerned with the social and economic problems of today.

In the North Carolina of 1900 there were 20 white illiterates for every one hundred of the white population over ten years of age. If the number of Negro illiterates were averaged into this figure, the illiteracy rate would, of course, be even higher.

There were exactly nine public libraries to serve North Carolina's reading public in 1900, and although there were 27 daily newspapers, the circulation of the most popular one, the *Raleigh News and Observer*, was only 5,800. The combined circulation of the five most popular periodicals published in North Carolina in 1900 was 37 thousand.

As we might expect, the public school system was deplorable. R. D. W. Connor and Clarence Poe, in their excellent book, *The Life and Speeches of Charles B. Aycock*, have described the situation when Aycock became Governor in January, 1901, as follows:

"At that time . . . 'North Carolina did not believe in public education.' Only 30 districts in the state, all urban, considered education of sufficient importance to levy a school tax for the support of the schools. The average salary paid to county superintendents annually was less than one dollar a day, to public school teachers, \$91.25 for the term . . . There were no professional teachers in the public school. Practically no interest was manifested in the building or equipment of schoolhouses. The children of more than 950 public school districts were altogether without schoolhouses, while those in 1,132 districts sat on rough pine boards in log houses chinked with clay. Perhaps under all these circumstances," concluded Connor and Poe, "it was well enough that the schools were kept open only 73 days in the year and that less than one-third of the children of school age attended them."

The change in the educational picture, and hence in the illiteracy rate, in the next generation and a half was, as you know, staggering. By 1924, 64 per cent instead of 30 per cent of the North Carolina school population was attending the schools, and by 1950 attendance was up to 73%.

Most of the increase came at the high school level. There were 735 high schools in 1924, instead of 30, and the number of high school graduates was 35 times what it had been in 1900, despite the fact that the state's total population had increased by only a little over a third.

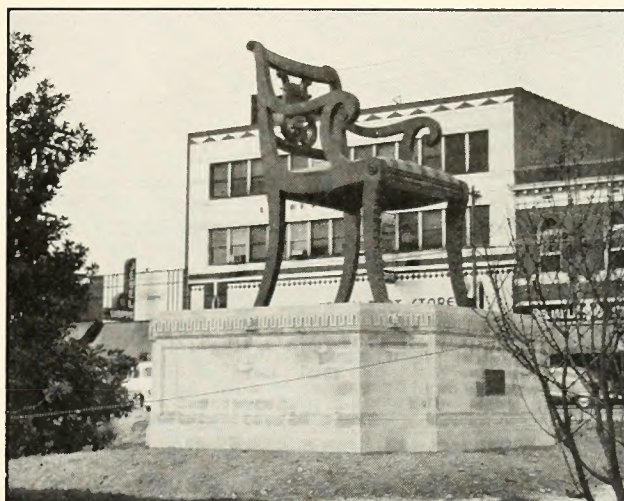
But in North Carolina, as elsewhere, the enrollment flood had only begun. In 1950, there were six times as many high school graduates as there had been in 1924 and 155 times as many as in 1900: Total average daily attendance in elementary and secondary schools was now 798,000, instead of the 207,000 of 1900.

And while all of this was going on, the length of the school term had increased also. By 1924, it was almost exactly twice what it had been in 1900, and by 1950, it was 24 per cent longer than it had been in 1924.

The expansion of public school education in North Carolina had of course made possible the growth of many other less formal agencies of general education. By 1950 there were 13 times as many public libraries in North Carolina as there had been in 1900. The circulation of the *Raleigh News and Observer* was 20 times what it had been in 1900 while the state's population had only a little more than doubled. As to literacy—in 1947, only 2.7 per cent of the total population—white and colored—14 years of age or older was unable to read.

The time for mass circulations and syndicated columnists had arrived. The combined North Carolina circulation of the nation's five largest magazines jumped from 80 thousand in 1916 to 130 thousand in 1925 to 323 thousand in 1950.

Consider the effect that this general cultural and educational growth had on the material prosperity of North Carolina in the course of 50 years.



Typifying the wooden furniture industry, in which North Carolina leads the nation, is this monster chair towering above buildings on the main street of Thomasville.

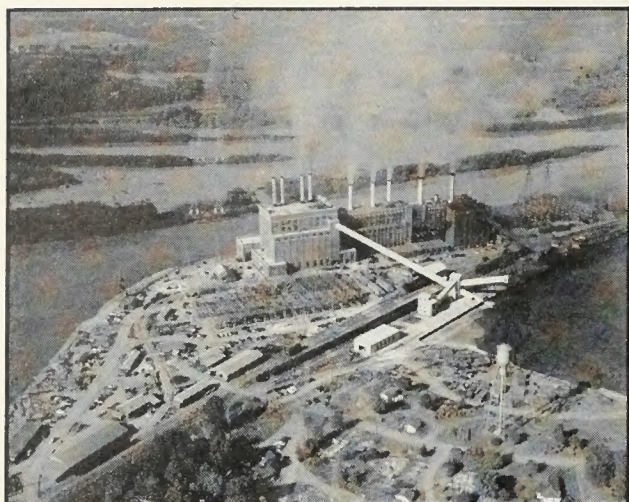
By 1925, the number of North Carolinians in industry had more than doubled, and their annual salary had more than tripled. In the next quarter of a century, the number employed in industry more than doubled again, and salaries again tripled.

Production of electric energy—a good measure of overall growth—multiplied fantastically in North Carolina in the same period. In 1902 production was 8 million kilowatt hours. In 1920, it was 733 million kilowatt hours. In 1928, it was 2 billion, 245 million kilowatt hours. By 1950, production was an outstanding 9 billion, 108 million kilowatt hours and was still rising fast!

While the value of farm property the nation over a little less than quadrupled, the value of farm property in North Carolina increased eleven times! While the value added by manufacture for the entire nation increased some 14 times, the value added by manufacture in North Carolina increased 40 times; North Carolina had moved from twenty-second to twelfth in value of farm property and from 22nd to 14th in value added by manufacture.

THE BIG CHANGE—HALF A CENTURY OF PROGRESS

	1900	1950	Gain
Population	1,893,810	4,061,929	2,168,119
Rural	1,707,020	2,693,828	986,808
Urban	186,790	1,368,101	1,181,311
Industry—Value of Products	1900	1952	Gain
Textiles	\$28,372,798	\$2,870,000,000	\$2,841,627,202
Tobacco	13,620,816	1,476,000,000	1,462,379,184
Lumber	17,754,651	300,000,000	282,245,349
Food Products	8,867,462	487,000,000	478,132,538
Furniture	1,547,305	276,000,000	274,452,695
Others	24,756,631	1,017,000,000	992,243,369
Total	\$94,919,663	\$6,426,000,000	\$6,331,080,337
Employees	70,570	449,000	378,430
Value All Farm Products	\$89,309,638	\$ 929,948,000	\$ 840,638,362
Livestock	\$30,106,173	\$ 203,557,000	\$ 173,450,827
Tobacco	\$ 8,038,691	\$ 463,000,000	\$ 454,961,309
Number of Farms	224,637	286,900	62,263
Farm Acreage	\$22,749,356	\$ 19,317,937	\$ 3,431,419
Value of All Farm Property	\$233,834,693	\$2,355,000,000	\$2,121,165,307
Motor Vehicle Registration	NONE	1,174,000	1,174,000



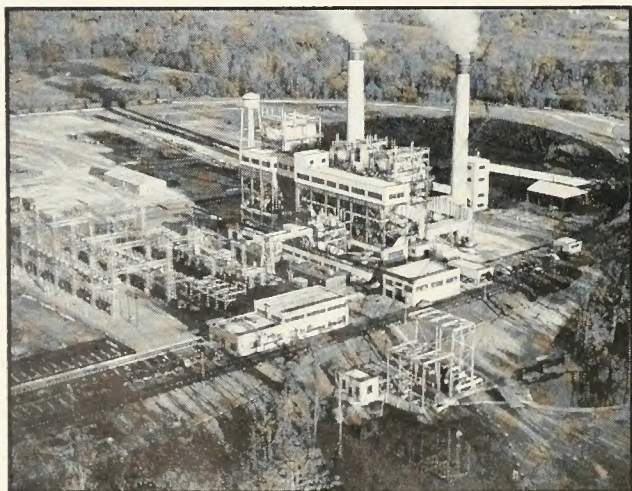
Buck Steam Plant of Duke Power Company is one of the most powerful single stations in the South, two new 135,000 kilowatt units giving it a total of 460,000 kilowatts.

ABUNDANT POWER

Power production is increasing rapidly in North Carolina, assuring an abundant supply of electric energy to industry in any part of the state.

All of the major power companies are expanding, and during the five-year period ending in 1954 will have increased their generating facilities by a million kilowatts, bringing the State's installed capacity to over two million kw.

Four major power companies serve the State: Duke Power Company operates principally in the Piedmont; Carolina Power and Light Company serves the east and southeast; Nantahala Power Company operates in the mountain areas in the west, and Virginia Electric and Power Company serves about a dozen north-eastern North Carolina counties.



Carolina Power and Light Company added the third unit to its Lumberton power station (above) in 1952, giving it 230,000 horsepower.

Duke Power Company

Duke is the largest. In 1952, the company sold more than 7,750,000,000 kilowatt hours of electricity to about 600,000 customers.

In December, 1953, Duke added two 135,000 kw units to Buck steam plant on the Yadkin River near Salisbury (central Piedmont), boosting the plant's output to 460,000 kilowatts, and making it the largest in the Duke system and most powerful single station in the South. The plant will hold this honor only a short time, however, as Duke has begun construction on additions to its Riverbend plant, near Charlotte, which will increase its output to 665,000 kilowatts. Construction is scheduled for completion in 1954.

These and other projects are part of a two-year, \$94.4 million building program set up by the Duke company, to be completed by the end of '54.

Carolina Power and Light

The outstanding power expansion, percentagewise, is being carried on by Carolina Power and Light Company in order to serve the expanding industrial economy of the eastern section of the State, which for generations has supported a fabulous agriculture, but with comparatively little industry.

Now industry is moving into the east, and Carolina Power and Light is in the midst of a \$200 million construction program which began just after World War II and is to be completed in 1958.

The company invested \$23 million in new facilities in 1952, \$17 million in '53, and expects to invest about \$26 million on this program in 1954. About half of this amount is financing generating plant construction, a fourth for distribution systems, and the remainder for transmission and general property.

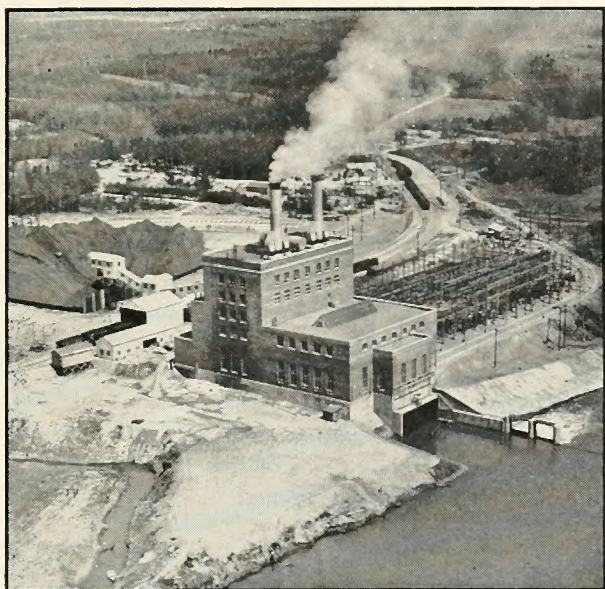
Carolina Power and Light has made substantial additions recently to generating plants at Lumberton and Goldsboro, and by mid-'54 expects to begin operating its largest single generating unit on the Cape Fear River near the port city of Wilmington. The State's second port, at Morehead City, is also in Carolina's territory.

Carolina had, as of December, 1953, about 350,000 customers, a third of whom are rural, in a 30,000-square-mile area. Engineers of the company report plans for continuing the unit-a-year rate of additions well past 1955.

This firm has also "heavyed-up" its system of 1,716 miles of transmission and 20,940 miles of distribution lines, again in anticipation of much more industrial activity in their territory. Carolina also operates in the Asheville (mountain) area, between the Duke and Nantahala territories.

Mountains to Coast

Nantahala's power production is consumed by Aluminum Company of America, but it is serving a number of new diversified industries and is prepared to accommodate additional manufacturing operations as they are located in the Blue Ridge and Smokies country to the west.

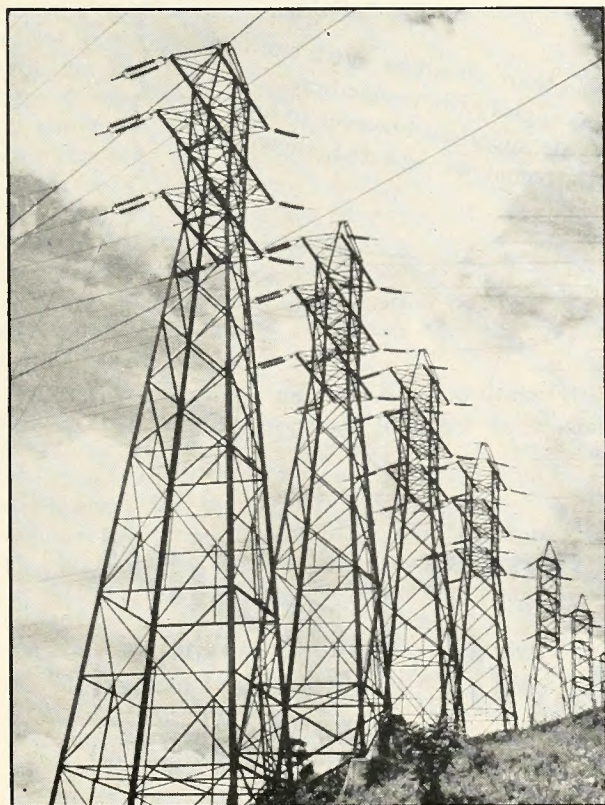


Duke Power Co.'s Dan River plant near Draper, N. C., has output of 150,000 kilowatts.

Virginia Electric and Power Company serves the northeastern corner of the State, principally an agricultural section but with some important industrial operations, and more on the way.

Natural Gas

Piedmont North Carolina is served with natural gas, with plans for considerable expansion in the near future. Transcontinental Pipeline's 30-inch main crosses



Transmission Lines—Power for Industry.

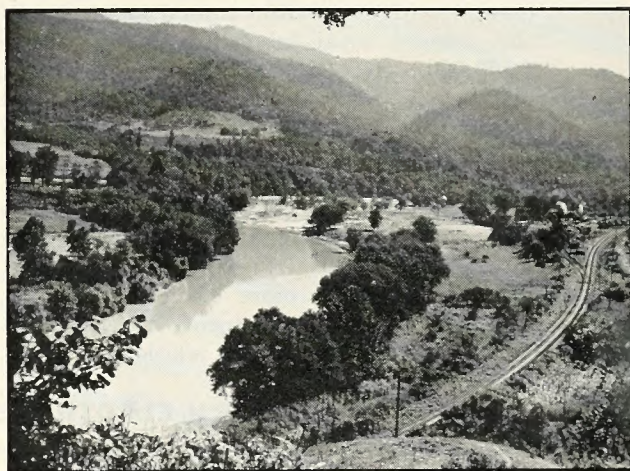
the State diagonally, entering near Charlotte in the south central Piedmont, to the border north of Burlington, in the north central portion.

From this main line, four Tar Heel companies take the gas and serve a number of industrial centers, including Charlotte, Gastonia, Winston-Salem, Asheville, Greensboro, Durham, and Raleigh, and smaller cities and towns.

WATER

In the water-rich costal plain, North Carolina enjoys a high average annual rainfall which is translated into a rich supply of water for industry. Average annual rainfall ranges as high as 80 inches a year in parts of the Western North Carolina highlands. Average rainfall is 49.85 inches.

Large ground supplies are available in the coastal plain, and surface water supplies are large and have good chemical quality generally.



Typical of streams that supply industry with abundant water.

In the Piedmont plateau and Appalachian regions, ground water is available from bedrock and larger supplies are to be had from thin alluvian along streams. Local shortages occur, but remedial measures are being undertaken. Large industrial and municipal supplies are obtained from streams. In the mountains, tremendous volumes of water are used for the manufacture of paper and synthetic textiles, and an elaborate series of dams impounds water for the production of hydroelectric power, both by private industry and the TVA.

An extensive survey of the state's water resources was authorized by the 1953 Legislature and is in progress under the direction of the Division of Water Resources, Inlets and Coastal Waterways within the Department of Conservation and Development. Facilities of this division, whose responsibilities encompass the development of navigable waters in the eastern part of the State, both for commercial and pleasure boats. It also is continuing its cooperative program for obtaining and studying data pertaining to surface waters.

It cooperates with other agencies in making chemical analyses of water supplies, and operates 140 stream-gauging stations on major watersheds.

NORTH CAROLINA'S *4-A MANPOWER EXCELS AS PRODUCTIVE LABOR

The all-important question in the minds of every industry, about the supply and character of manpower, is satisfyingly answered by these *4-A qualities of North Carolina's labor resources—both men and women:

***1—ABUNDANT**—Tenth in the nation in population, with substantial annual increases. Of the present total labor force—more than 1,500,000, with 987,000 in non-agricultural employment—a growing supply is being freed for industry through the rapid mechanization of farming.

***3—AGREEABLE**—Willing to cooperate in any equitable experiment for obtaining increased productivity; open-minded about new methods and more efficient machines; appreciative of fair treatment, with an excellent record of management relations.

***2—ABLE** (and dependable!)—Native-born, intelligent and well-schooled, with natural resourcefulness and a high level of ability; vigorous people who are accustomed to working wholeheartedly, to sharing responsibilities and taking pride in achievements.

***4—ADAPTABLE**—Possessing an unusually high degree of "trainability", quickly supplementing original abilities with new skills for specific jobs, eager to learn through training courses provided by the community, State or industry.

WESTERN ELECTRIC'S EXPERIENCE—

"We knew when we came to North Carolina there would be much training involved and we were concerned about how rapidly the people here would adjust to our work. We were agreeably surprised however to find the training requirement to be less than half what we expected, showing how adaptable the people are."

And productive labor is supported by many other assets—an abundance of power, water, raw materials . . . all forms of transportation . . . stabilized tax structure . . . nearness to major markets . . . year 'round mild climate . . . stimulating recreational and cultural opportunities. Additional data and current plant site availabilities will be promptly supplied by—

**Friendly
North Carolina**
Where
Industry Prospers



Ben E. Douglas, Director

DEPARTMENT OF CONSERVATION AND DEVELOPMENT, Raleigh, N.C.

LABOR AND LIVING

In North Carolina Industry Is Close To Home and Recreation

Herman Shehan is employed in one of the most modern textile mills in America, but he and his family are still down on the farm. They like it that way.

Shehan is one of the 300 employees of the Hatch Mill near Columbus, North Carolina, which was opened by Deering-Milliken in 1951 to produce fabrics from wool and orlon. Hatch has many characteristics in common with a large percentage of other new industrial plants in North Carolina. It is located in a rural area; it represents modern design and engineering for the greatest possible efficiency of operation and comfort to its workers; it is accessible by paved highway and has a large parking lot for workers' automobiles rather than a cluster of company-owned houses.

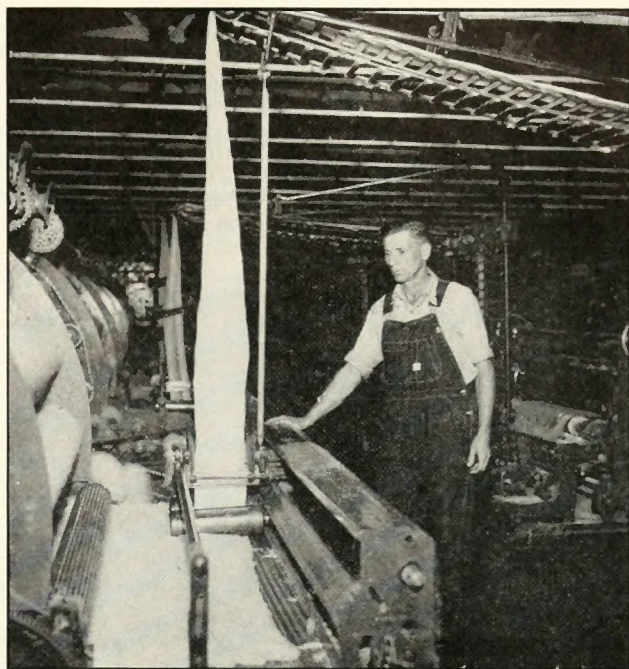
Herman Shehan has much in common with thousands of other mill employees in North Carolina. He owns his own home; he commutes to work by automobile (he has a transportation pool with fellow employees to save expense); in addition to good wages and working conditions he enjoys the benefits of state and federally operated roads, parks and recreation areas in a region where outdoor recreation is possible the year around.

Hatch Mill is in Polk County at the foothills of the Southern Appalachians. From Shehan's home it is only a short drive to the Great Smoky Mountains National Park, Nantahala and Pisgah National Forests; and the fishing streams and golf courses of nearby mountain resorts.

Shehan has friends who are employed by Ecusta Paper Company's huge plant near Brevard. They enjoy similar advantages, with their place of employment located at the gateway to Pisgah National Forest and its trout streams, picnic spots and camping areas. The same thing is true of the employees of such industries as Enka Rayon, International Resistance Corporation, American Thread Company, Dayton Rubber Company, Belding Corticelli, and other industrial concerns with plants newly located or expanded in the North Carolina mountains.

In Piedmont North Carolina are the vast cigarette, furniture and textile plants—some of them are located near large cities than Hatch, Ecusta or American Thread, but all of them are convenient to open countryside and public recreation facilities. Workers in the Piedmont can plan weekend or daylong outings to the mountains if they wish a change of scene, just as mountain industrial personnel may drive to the large Piedmont cities for shopping or visiting friends. Further east, industrial workers may enjoy public recreational facilities close at hand or drive to the North Carolina coast for fishing, surf bathing, boating, or waterfowl hunting.

Many of North Carolina's larger mills maintain their own recreation departments and even their own parks and camping sites. Through their personnel and



Herman Shehan tends a carding machine at the Hatch Mill, Columbus, North Carolina, where he has been employed ever since the plant opened in 1951. Interior of streamlined, windowless plant is completely air-conditioned, air is changed every 15 minutes. Hatch manufactures wool and orlon fabrics.

employee recreation divisions they carry on extensive recreation programs which include handicrafts, bowling or softball leagues, baseball teams, hiking and camera clubs.

When Hatch located its new plant in Polk County, Herman Shehan planned to work about six months to get some cash ahead and make improvements on his 85-acre farm. When he found that he could continue the operation of the farm at the same time he held



His day's work at the mill over, Herman Shehan feeds the chickens on his farm. Shehan commutes to his job by automobile, shares a car pool with fellow workers to cut down expenses.

his textile job, he remained with Hatch. Since beginning his job he has bought paint for his six-room house, improved his herd of dairy cattle, bought an additional 104-acres of land in another location in order to grow feed for the extra cattle, and improved his pastures. He has chickens, fattens a few pigs each year, is planning to build a grade-A dairy barn. His children attend a consolidated school, to which they are taken on a free school bus.

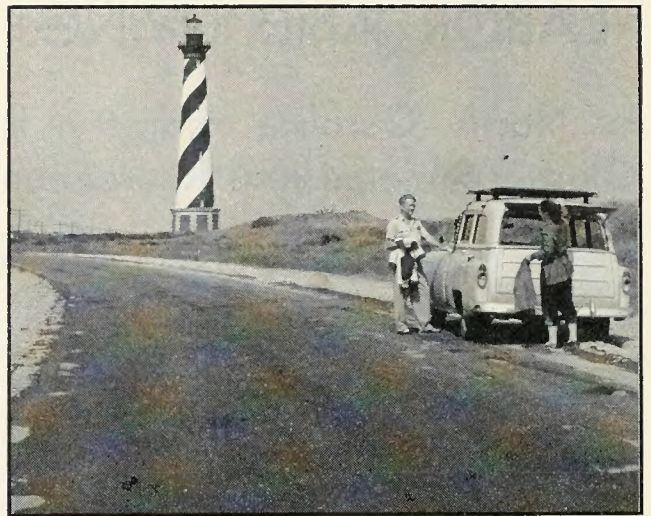


Square dancing—Old fashioned figures are quite popular in the Tar Heel State.

Not all of North Carolina's army of industrial workers live on farms, of course, and not all would want to. Some prefer life in a city or small town, others like the advantages of a mill community. Some actually live in town and drive out into the country to their looms and spinning frames. At American Thread Company's new plant in McDowell County, for example, part of the staff comes from the towns of Marion, or Old Fort some 15 miles away, and part from the surrounding farms and rural communities. But, with good roads and modern transportation, they do not have to be uprooted from their customary pattern of life in order to enjoy the advantages of an extra cash income from industrial employment.

For their annual vacations as well as their days or weekends off they can choose from a wide variety of recreation spots within the boundaries of their own state.

Three National Parks are located in North Carolina: The Great Smoky Mountains National Park, the Blue Ridge Parkway, and the new Cape Hatteras National Seashore Park. Some 1,107,000 acres of North Carolina are in National Forests. From the mountains to the sea North Carolina's State parks cover more than 15,801 acres and offer camping and picnic sites, swimming, boating, and hiking. Along 70,000



Historic Cape Hatteras Lighthouse on Hatteras Island is now accessible by paved road. The Lighthouse and the surrounding area, formerly a state park, are now a part of the new Cape Hatteras National Seashore Recreation Area.



Fishing is close to home for North Carolina workers, in rivers and lakes from coast to mountains. This is rock fishing, especially famous on the Roanoke River.



American history is re-enacted in five outdoor dramas in North Carolina. The plays are presented in amphitheatres seating from 2,500 to 3,000 people.



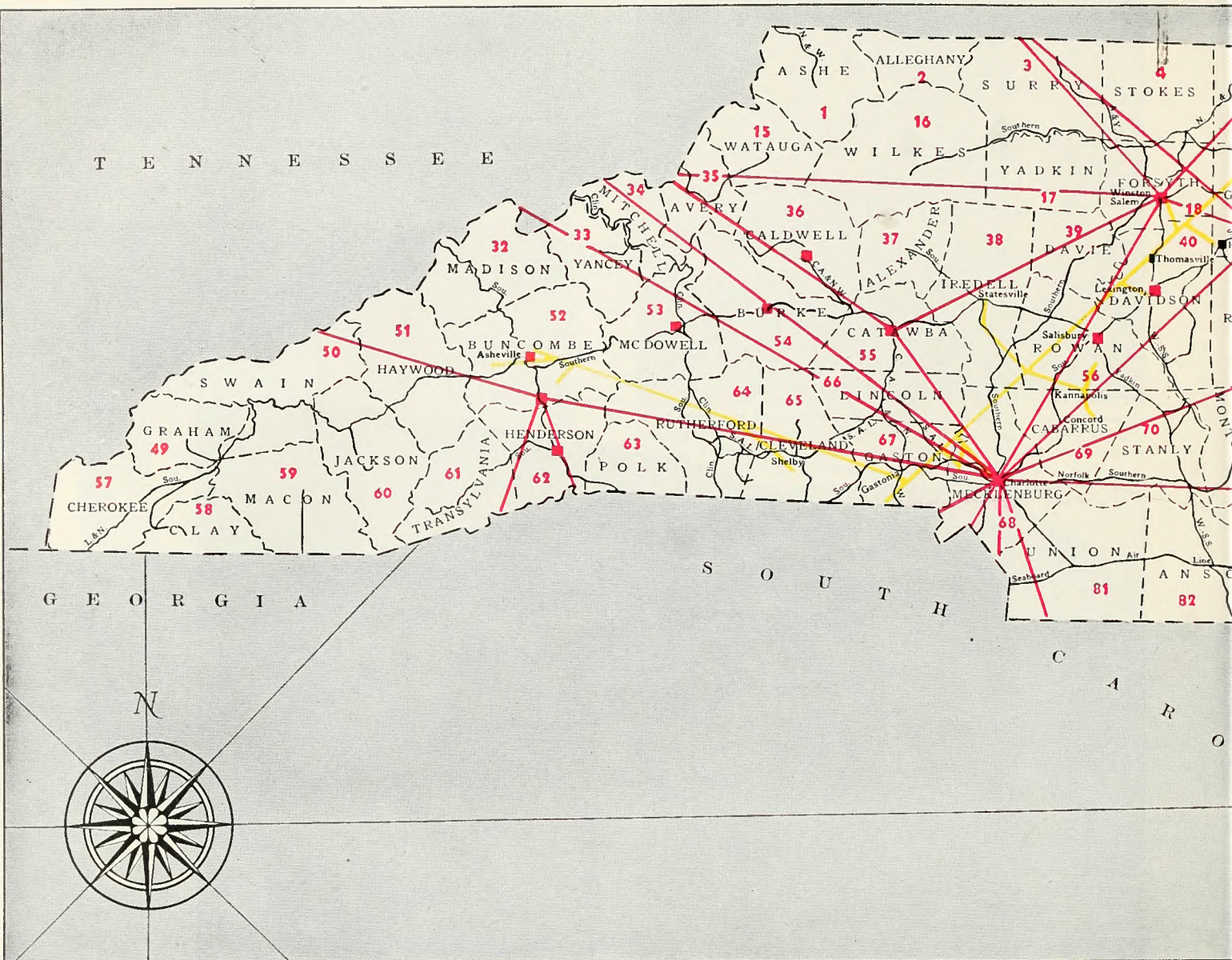
GOLF STATE, U.S.A.

Golf is played the year 'round from mountains to coast in North Carolina, and is an important industry in itself in the Mid South resorts.

In a 7-mile radius encompassing Pinehurst and Southern Pines are 7 courses with 126 holes, including the famous No. 2 at Pinehurst over which the Ryder Cup matches were played in 1951. Asheville, Sedgefield and Tryon have championships courses that are popular with visitors.

Convenient to offices and plants, there are nearly 1,700 interesting golf holes in North Carolina. Many of the courses were designed by Donald Ross.

There are important PGA events in the State, notably at Wilmington, Greensboro and Charlotte.



NORTH CAROLINA

Its principal raw materials by counties, and transportation facilities.

Agricultural Crops

Cotton: 5, 6, 8-14, 16-31, 36-47, 53, 54, 56, 63-100.

Corn: All counties.

Tobacco (bright leaf): 3-14, 16-30, 36-47, 55, 56, 67, 71-80, 82-100.

Tobacco (burley): 1, 2, 15, 16, 32-35, 49-54, 57-64.

Grains and forage crops: All counties.

Peanuts: 3-5, 9-14, 16-20, 22-31, 36-47, 51-56, 63-79, 81-100.

Soybeans: 1-47, 49-100 (principal): 25, 28-31, 46, 75, 76, 78-80, 86, 87.

Truck: 1-100 (principal): 1, 15, 27, 29, 31, 35, 62, 84-88, 95, 97, 99.

Apples: (principal): 3, 16, 37, 51, 52, 62, 63.

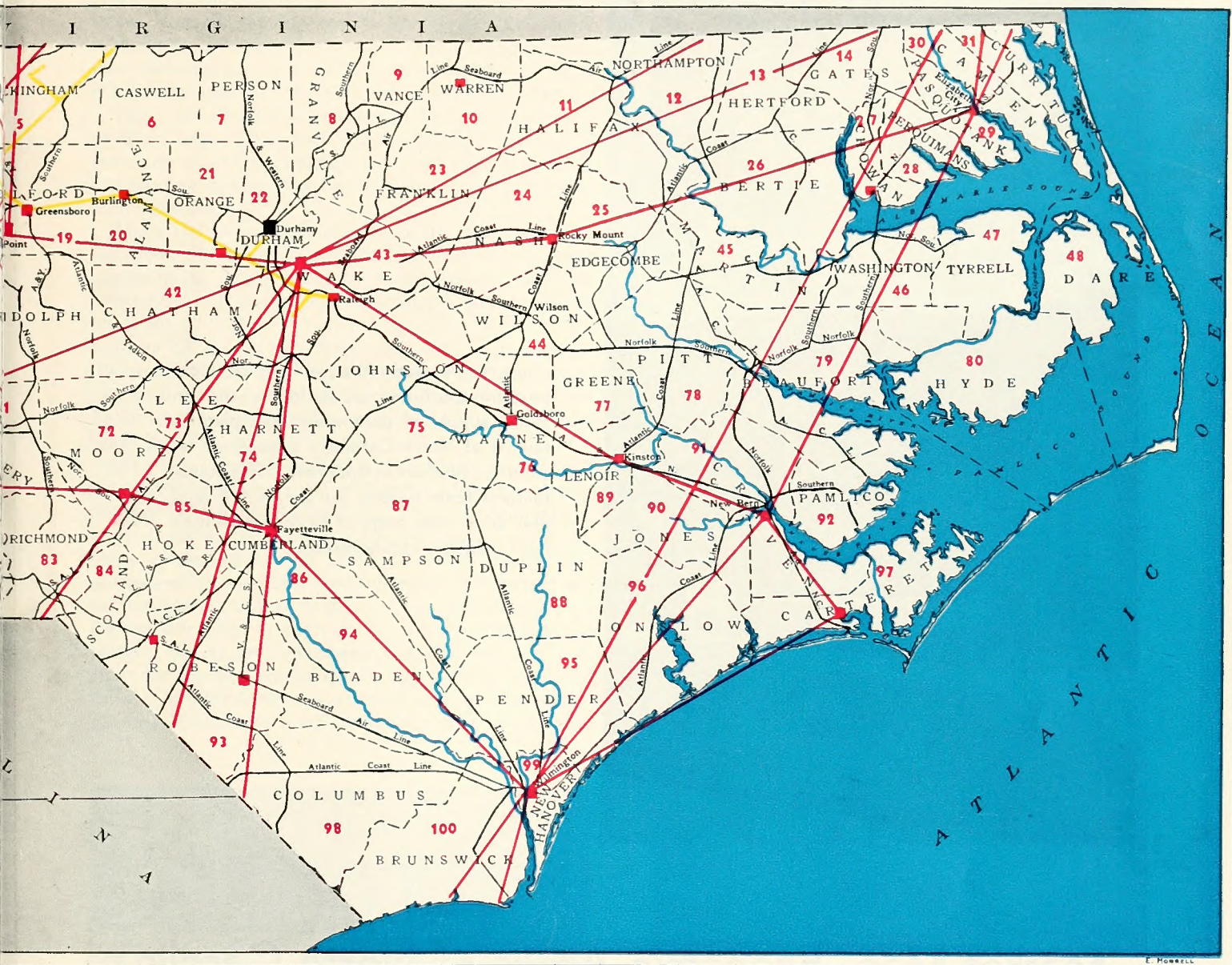
Peaches: (principal): 3, 63, 64, 71, 72, 82-85.

Timber

Longleaf pine: 71-74, 83-88, 90, 91, 93-100.

Shortleaf pine: 1-7, 15-22, 35-41, 53-56, 63-71, 81-83.

Loblolly pine: 8-14, 23-31, 42-48, 72-80, 84-100.



Gums and mixed lowland hardwoods: 12-14, 26-31, 45-48, 75, 76, 78-80, 86-88, 90-100.

Upland oaks, hickories and other hardwoods: 1-7, 15-22, 32-41, 49-71, 81-83.

Spruce: 15, 33-35, 50-52, 60.

Hemlock: 1, 2, 15, 16, 32-36, 49-54, 57-64.

Minerals

Copper: 1, 8, 49, 50, 51, 60, 69.

Nickel: 52, 58, 59, 60.

Tin: 66, 67.

Lead and zinc: 40, 51, 53, 71.

Clay, kaolin: 33, 34, 35, 51, 59, 60.

Kyanite: 1, 16, 33, 34, 38, 51-53, 58-60, 66, 67.

Feldspar: 1, 32-35, 50-52, 60, 64.

Mica: 1, 15, 33-36, 51-53, 58-61, 64, 65.

Pyrophyllite: 8, 21, 41, 72.

Spodumene: 65, 67.

Granite: 1-4, 8-10, 15, 17-19, 23, 38-40, 43, 50, 54, 56, 68, 69, 81.

Marble: 50, 57.

Limestone: 4, 17, 32, 34, 50, 53, 55, 60-62, 67.

Marl: 12-14, 26-31, 45-48, 76, 78, 79, 88-92, 95-99.

Commercial Fisheries

11-14, 25-31, 45-48, 79, 80, 91, 92, 95-97, 99, 100.

— Natural Gas

— Railroads

— Navigable Rivers

— Airlines

■ Airports—also at principal cities printed in red



In an uncrowded setting with rail and highway transportation at its doors and an ample supply of pure water, this plant is typical of North Carolina's attractions for industry. Workers in this plant, which manufactures foam rubber, are only a few minutes drive from some of Eastern America's most popular vacationlands.

Market Map--Economic Areas of North Carolina

(See North Carolina Market Section)



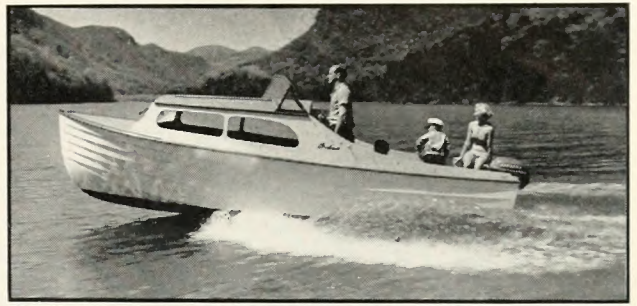
miles of paved highways are more than 300 roadside tables and 18 roadside parks complete with picnic tables, fireplaces, and rest rooms. Within the state are four National and 6 state historical site parks, three wildlife refuges and 12 wildlife management areas.

There are 85 summer camps in North Carolina, 14 religious assemblies, and a year round succession of fairs and festivals. The state's history is presented by five outdoor dramas staged in open air amphitheatres each summer.

Along the coast and throughout the mountains are hundreds of motels, guest homes, hotels, inns and trailer parks with a wide range of prices to suit the pocketbook of the average industrial employee and his family.

Many of the larger cities, and even a number of the smaller ones, have excellent municipal parks and recreation centers maintained for public use; often funds from industry itself or from its founders make these possible.

Directors of personnel or recreation in the various industries make good use of North Carolina's recreation and entertainment facilities. Tours of scenic areas, trips to historical sites or outdoor dramas, are sometimes sponsored by the firm, sometimes by the employee recreation clubs. One Piedmont mill owner saw an outdoor historical drama on the fundamentals of Democracy and thought it so worthwhile that he bought tickets and chartered buses to make it possible for his 500 employees to see it. Another sponsored a similar outing as a bonus for his veteran employees. Sometimes such an outing is a cooperative



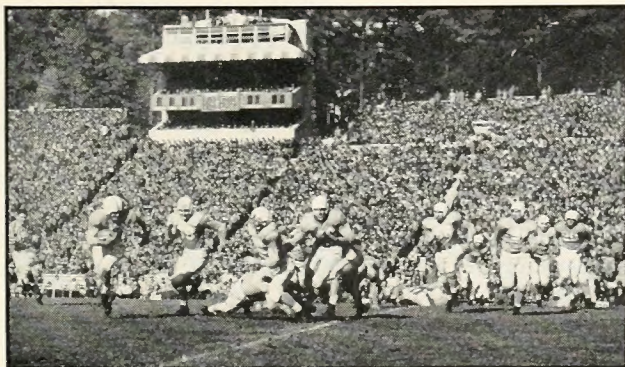
On Lake Lure, in Western North Carolina, visitors come from all sections of the country for boating, bathing, fishing. Scene shows Barbour boat, made in North Carolina.



Scenic overlook on Blue Ridge Parkway in northwestern North Carolina.



Uncrowded beaches are for the whole family. Some like surf casting with big channel bass as the quarry.



Football, big games in big stadiums, is regular Saturday fare for hundreds of thousands of North Carolinians in autumn.



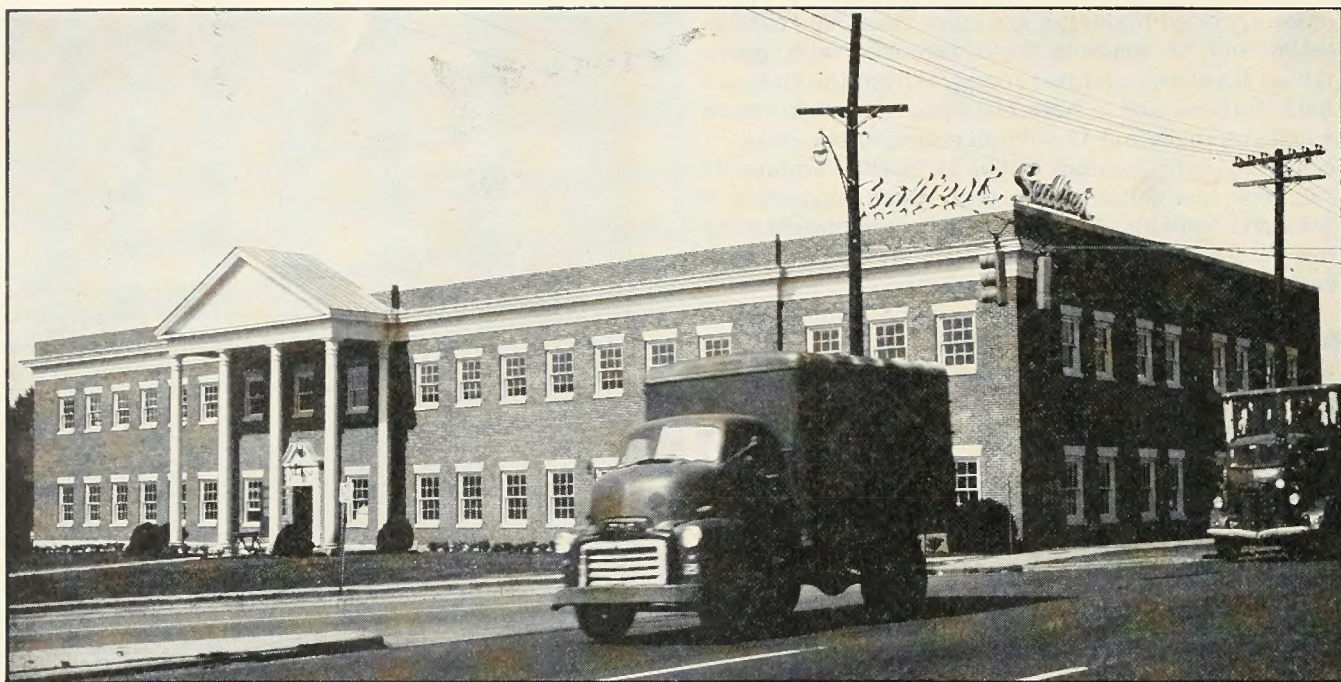
A million azaleas bloom for the annual Azalea Festival in Wilmington and thousands of workers take time off to celebrate.

venture, with the plant management supplying transportation and employees purchasing their own tickets. Annual picnics sponsored by many of the industries are held in State or National Parks.

The State Recreation Commission, with offices in Raleigh and staff workers in the field throughout the state, is always ready to assist industry with recreational problems.

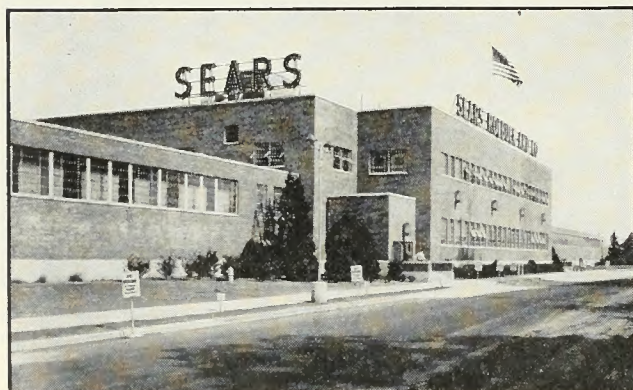
Variety Vacationland

A 100-page book with 200 pictures tells the story of North Carolina mountains to beach recreational land. A copy and also the current issue of the quarterly "North Carolina Travel News" is yours for the asking. Address the Department of Conservation and Development, Raleigh.



Markets are growing faster than population in North Carolina. To serve them, large businesses like National Dairy Products whose regional Southern Dairies, Inc., plant at Charlotte is shown above, are establishing and expanding facilities in the State. Over 70 dairy plants in 11 Southern states come under the executive guidance of this new headquarters.

MARKETS



Sears chose Greensboro for its mail order plant to serve the markets of North and South Carolina and parts of Virginia, West Virginia and Tennessee.



Colonial stores located this grocery distribution plant in Raleigh to serve the growing North Carolina market.

Since the last edition of The North Carolina Story, produced by MANUFACTURERS RECORD in the year 1950, consumer incomes and consumer purchases in the State have increased over 16 per cent.

Seven per cent of this gain must be chalked up to inflationary rise in prices, leaving a net solid gain in market potential over the three year span of 9 per cent.

It will be remembered that in the 1950 Story it was shown that purchasing power in the State went up over 250 per cent between 1939 and 1950.

Fully 200 per cent of that gain was attributable to price inflation, leaving a 50 per cent net gain in volume over that 10 year spread, most of which was directly related to war effort of one sort or another.

The record seems to show, therefore, that under the forced draft of wartime pressure, purchasing power grows at a much more rapid pace than during peacetime conditions.

Gain per year during the war period was 5 per cent; postwar gain is being stabilized at 3 per cent.

The divergency is not difficult to understand when it is remembered that overtime is the order of the day in wartime and the exception in peacetime.

Be that as it may, a three per cent per annum gain in actual commodity turnover, with population growing at half that rate, is a drawing card in any region's industrial development.

Looking first, then, at the market potential of the State as a whole, a general summary of North Carolina Business Activity as revealed in the 1953 Blue Book of Southern Progress is presented at the end of this article.

Income of \$4.5 billion, shown as the total in this table, was made available by private enterprise in 1952 for the purchase of goods and services. In addition, government balance of payments, (payments less taxes

paid on incomes), added another \$100 million.

In an economy of free enterprise a substantial portion of Income is converted into savings and finds its way into investment that expands industry and makes further gain in market potential possible.

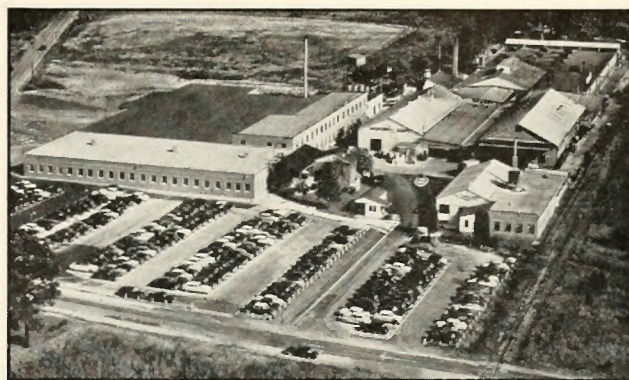
North Carolina contributes its full share toward this goal, but still thereafter has annually, as in 1952, nearly \$4 billion left in liquid funds for the purchase of consumer goods and services.

To get a more intimate comparison of such data as Income and Expenditure, other tables from the Blue Book will be found to be more explicit.

But before presenting these tables it should be stated that the State is made up of a diversity of areas, each with its own individual marketing potential and characteristics.

Since 1950 the U. S. Bureau of the Census has issued a publication entitled "State Economic Areas."

In stories of Southern states published since the 1950 North Carolina Story, sectional divisions have been made in accordance with the outline of the aforementioned Census publication, and since future Census data are likely to be issued along this same line, com-



Saco-Lowell Shops at Sanford, which specializes in manufacture of textile machinery.

parison of data presented in this story will become more feasible through use of the Census concept.

By this concept the State breaks down into 16 regions of which eleven are rural or semi-rural, and five are metropolitan.

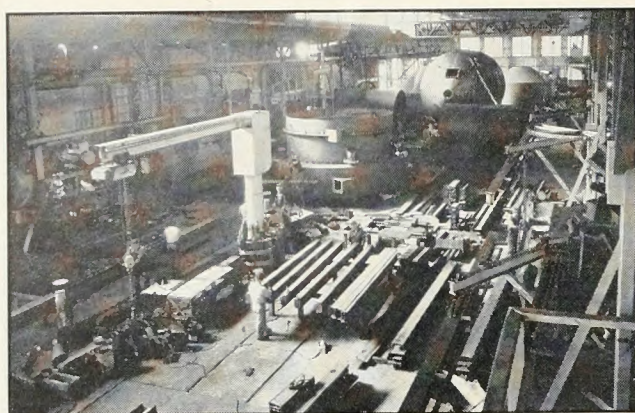
Table 2, Urban Business Volume and Table 3, Urban Income & Expenditure depict the Income-Expenditure situation as it existed in the five Cities in 1952.

Table—2 Urban Business Volume—1952 (\$ Million)

Urban Area		Manufac-	Trade	Service	All Other	Business
City	County	turing				Volume
Charlotte	Mecklenburg	\$ 357	\$1,531	\$ 66	\$ 501	\$ 2,455
Greensboro-High Point	Guilford	543	675	42	275	1,535
Winston-Salem	Forsyth	812	276	28	163	1,279
Gastonia	Gaston	491	217	20	90	818
Raleigh	Wake	52	446	30	200	728
Durham	Durham	361	169	19	119	668
Burlington	Alamance	293	96	9	49	447
Asheville	Buncombe	120	202	26	80	428
Rocky Mount	Nash-Edgecombe	73	173	11	115	372
Reidsville	Rockingham	209	76	8	42	335
Wilmington	New Hanover	41	180	12	47	280
Salisbury	Rowan	112	94	8	50	264
Fayetteville	Cumberland	56	124	11	49	240
Goldsboro	Wayne	41	99	7	53	200
Wilson	Wilson	37	98	6	48	189
All Metropolitan		\$3,598	\$4,456	\$ 303	\$1,881	\$10,238
All Other		\$2,828	\$2,304	\$ 176	\$1,245	\$ 6,553
North Carolina		\$6,426	\$6,760	\$ 479	\$3,126	\$16,791

Table—3 Urban Income and Expenditure—1952

Urban Area		Population	Total	Per Capita	Consumer	Per Capita
City	County	(000)	Income (\$ Mil.)	Income	Sales (\$ Mil.)	Consumer Sales
Charlotte	Mecklenburg	220	\$ 503	\$2,286	\$ 404	\$ 1,836
Greensboro-High Point	Guilford	213	377	1,770	330	1,549
Winston-Salem	Forsyth	163	294	1,804	185	1,135
Gastonia	Gaston	124	204	1,645	126	1,016
Raleigh	Wake	152	206	1,355	214	1,408
Durham	Durham	113	158	1,398	134	1,186
Burlington	Alamance	79	116	1,468	76	962
Asheville	Buncombe	137	122	891	153	1,117
Rocky Mount	Nash-Edgecombe	125	119	952	107	856
Reidsville	Rockingham	73	82	1,123	58	795
Wilmington	New Hanover	71	72	1,014	92	1,296
Salisbury	Rowan	84	75	893	75	893
Fayetteville	Cumberland	93	70	753	89	957
Goldsboro	Wayne	72	60	833	58	806
Wilson	Wilson	60	55	917	46	767
All Metropolitan		1,779	\$2,513	\$1,413	\$2,147	\$ 1,207
All Other		2,426	\$2,090	\$ 862	\$1,766	\$ 728
North Carolina		4,205	\$4,603	\$1,095	\$3,913	\$ 931



Truitt Manufacturing Co. at Greensboro, specializes in plate work and structural steel fabricating.

The vigor of North Carolina markets is evidenced by the data found in the foregoing tables.

But that is by no means the end of the matter.

While the five major metropolitan centers listed above contribute well over half of the State's entire market potential, the remainder is strategically located and well worth seeking and cultivating.

In addition to the five major cities of the State, with their industrial environs, all having populations of 20,000 or upward, there are 48 other urban centers, some small, but all growing, and all having 5,000 population or upward.

These smaller cities are widespread throughout the State, with one or more in each of the 11 Economic Areas of the State.

They are as follows, (County in parentheses):

Area 1: Canton, Waynesville (Haywood), Hendersonville (Henderson);

Area 2: Morgantown (Burke), Lenoir (Caldwell), North Wilkesboro (Wilkes);

Area 3: Graham (Alamance), Oxford (Granville), Chapel Hill (Orange), Roxboro (Person), Leaksville (Rockingham), Mount Airy (Surry), Henderson (Vance);

Area 4: Concord (Cabarrus), Lexington, Thomasville (Davidson), Mooresville, Statesville (Iredell), Asheboro (Randolph), Albemarle (Stanly), Hickory, Newton (Catawba);

Area 5: Kings Mountain, Shelby (Cleveland), Belmont (Gaston), Lincolnton (Lincoln), Forest City (Rutherford), Monroe (Union);

Area 6: Dunn (Harnett), Smithfield (Johnson), Sanford (Lee), Clinton (Sampson);

Area 7: Edonton (Chowan), Roanoke Rapids (Halifax), Williamston (Martin), Plymouth (Washington);

Area 8: Tarboro (Edgecombe), Kinston (Lenoir), Greenville (Pitt);

Area 9: Southern Pines (Moore), Hamlet (Richmond), Lumberton (Robeson);

Area 10: Washington (Beaufort), Elizabeth city, (Pasquotank);

Area 11: Moorehead City (Carteret), Whiteville (Columbus), New Bern (Craven).

The cities and towns just listed have populations ranging from 5,000 to 18,000.

Some are already important industrial centers. All are important centers of Trade.

Bearing in mind that the five major marketing areas of the State control one half of the State's full potential, it goes without saying that these other centers are not to be ignored.

While the Big Five will of course command first attention, the listing and cataloging of the Growing 48 will prove a profitable pastime for every marketer interested in developing new sales outlets.

Combining the total business volume of the State, as distributed among the 16 economic areas, the following and last table of this series will furnish an overall picture of the relationship between the various sections of the State.

Counties making up the following areas are outlined in color on the area map of the state on the reverse side of the double-page resources and transportation map in this issue.

Economic Area Business Volume—1952

Sales or Receipts—(\$ Million)

Area	Counties	Population (000)	Farming & Rural	Mining & Extracting	Construction	Manufacturing	Utilities	Finance	Wholesale Trade	Retail Trade	Services, Professions	Business Volume
1	16	271	\$ 65	\$ 9	\$ 11	\$ 190	\$ 15	\$ 4	\$ 38	\$ 131	\$ 12	\$ 475
2	5	172	25	*	15	295	10	3	37	99	12	496
3	11	495	136	2	99	1,098	34	43	223	350	52	2,037
4	10	470	79	2	101	1,251	47	16	151	384	55	2,086
5	7	340	60	1	51	858	52	13	199	233	37	1,504
6	6	239	130	*	20	127	4	4	89	121	14	509
7	9	206	104	*	9	112	8	4	75	118	12	442
8	7	383	190	*	83	220	39	17	307	238	34	1,128
9	6	293	96	1	48	241	10	8	136	208	27	775
10	7	89	34	*	5	28	3	2	38	61	6	177
11	11	362	106	*	41	122	31	13	182	212	26	733
A	1	137	12	2	29	120	18	23	85	117	26	432
B	1	163	12	*	52	812	62	36	152	124	28	1,279
C	1	213	19	*	130	543	52	74	427	248	42	1,535
D	1	220	9	1	244	357	163	84	1,263	268	66	2,455
E	1	152	34	5	53	52	64	44	298	148	30	728
N. C.	100	4,205	\$1,111	\$23	\$991	\$6,426	\$613	\$388	\$3,700	\$3,060	\$479	\$16,791

*Too small for tabulation.

North Carolina Statistics for 1952

BUSINESS VOLUME

Industry	Active Establish- ments (000)	Persons Engaged (000)	Income from Payrolls & Profits (\$ Mil.)	Output (\$ Mil.)	Output 1951 (\$ Mil.)	Output 1939 (\$ Mil.)
Farming	286.9	569	\$630	\$1,097	\$1,101	\$331
Other Rural3	7	10	14	13	4
Mining1	4	13	23	20	4
Raw Materials	287.3	580	\$653	\$1,134	\$1,134	\$339
Construction	5.4	118	474	991	708	76
Manufacturing	7.4	449	1,613	6,426	6,181	1,421
Processing	12.8	567	\$2,087	\$7,417	\$6,889	\$91,497
Utilities	3.7	80	374	613	601	97
Finance	3.9	31	175	388	355	85
Supplementary	7.6	111	\$549	\$1,001	\$956	\$182
Wholesale Trade	3.7	47	278	3,700	3,145	831
Retail Trade	30.5	180	713	3,060	2,690	633
Service Trades	17.4	115	286	479	465	160
Distributive	51.6	342	\$1,277	\$7,239	\$6,300	\$1,624
All Enterprise	359.3	1,600	\$4,566	\$16,791	\$15,279	\$3,642

MANUFACTURING

Industry	Active Establish- ments (000)	Persons Engaged (000)	Income from Payrolls & Profits (\$ Mil.)	Output (\$ Mil.)	Output 1951 (\$ Mil.)	Output 1939 (\$ Mil.)
Food9	21	\$ 70	\$ 487	\$ 478	\$ 69
Tobacco1	48	146	1,476	1,284	539
Textiles	1.1	234	867	2,870	2,688	550
Apparel2	15	33	127	123	19
Paper, etc.1	9	66	197	244	26
Printing6	6	27	63	68	14
Chemicals2	10	86	259	343	51
Petroleum-Coal Prod.	*	*	1	1	4	1
Rubber	*	1	3	12	9	1
Leather	*	2	9	17	34	15
Nondurables	3.2	346	\$1,308	\$5,509	\$5,275	\$1,284
Lumber	3.0	37	108	300	305	46
Furniture4	33	81	276	239	59
Stone, etc.2	7	23	56	60	12
Primary Metals1	3	21	91	92	6
Fabricated Metals1	3	12	35	30	2
Machinery2	7	28	59	76	7
Electrical Machinery	*	10	24	67	68	*
Transp. Equipment1	2	6	20	22	2
Instruments	*	*	*	3	1	*
Misc. Manufacturing1	1	6	10	13	3
Durables	4.2	103	\$ 309	\$ 917	\$ 906	\$ 137
All Manufacturing	7.4	449	\$1,617	\$6,426	\$6,181	\$1,421

* Too small for tabulation.

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FINANCE—INSURANCE

North Carolina has a strong banking system, a large and rapidly growing insurance industry, and good facilities for trading in both securities and commodities markets.

An important element in the industrial development of the State has been the cooperation of bankers with business, and with over two billion dollars of resources in mid-1953, North Carolina's 180 state banks and 46 national banks were in the best position ever to serve the state's expanding industrial needs.

Aggregate resources of State banks have more than doubled in the last decade, and a proportionate increase has taken place in national banks.

Branch banking is more prevalent in North Carolina than in any other southern state. Including branches, there were in 1953 a total of 410 state banking outlets and 67 national banking houses.

Insurance

Only Florida leads North Carolina in the volume of insurance premium receipts.

Growth of this industry has been sound and steady in the Tar Heel State. A comparison of the last 20 years for which statistics are available shows this startling increase in the life insurance field:

Year	No. Companies	Assets	Insurance in Force
1931	16	\$ 86,268,072	\$ 299,143,163
1952	15	639,469,557	3,152,215,564

This shows that in that period life insurance com-

panies multiplied their assets 7.4 times and the amount of insurance in force by 10½ times.

The State's companies are characteristically home-owned and home-directed. In 1953 there were 27 insurance companies of all types with assets of \$657,464,559 and encompassing a capital investment of \$30,647,364. This proportion of assets to capital indicates the soundness of management and stable progress of the North Carolina companies.

The State rank in the southeast, according to premiums collected in 1952, is shown below.

(Ranked by total premium received in 1952)

	Life Premiums R'cd.	Casualty Premiums R'cd.	Total
Florida	\$131,385,000	\$200,299,476	\$331,684,476
North Carolina	125,792,000	165,094,242	290,886,242
Georgia	132,305,000	158,126,343	290,431,343
Louisiana	82,221,000	151,197,805	233,418,805
Kentucky	81,852,000	121,756,281	203,608,281
Alabama	95,740,000	104,924,498	200,664,498
Tennessee	100,910,000	85,850,860	186,760,860
Virginia	4,511,000	159,920,626	164,431,626
South Carolina	72,799,000	89,285,351	162,084,351
Mississippi	34,299,000	75,344,323	109,643,323

Securities and Commodities

North Carolina has strong local securities and commodities commission houses and branches of many important metropolitan firms. They are conveniently located throughout the State. In Charlotte there is the largest concentration of such offices in the Southeast—eight branch offices of New York Stock Exchange houses and five independent firms.

TRANSPORTATION

Accessibility is Keynote to North Carolina's Strategic Market and Marketing Opportunities

North Carolina is 10th in the nation in population, yet two-thirds of its residents live in rural areas with easy accessibility to cities and towns, thanks to excellent systems of highway, rail, water and air transportation.

The State has outstanding highway facilities, ranking sixth in the nation with 29,450 miles of hard surfaced roads. In 1953, North Carolina completed a four-year program of paving secondary roads, reaching into every nook and cranny and totaling more than 12,000 miles. This feat is unparalleled in America.

North Carolina maintains more miles of road than any other State. It has no toll roads or ferries. The North Carolina State Highway and Public Works

Commission has jurisdiction over more than 70,000 miles of roads, more than any other road governing body in the world.

Rail Service

The State is interlaced with the main lines of five major railroads, the Southern, Norfolk Southern, Atlantic Coast Line, Seaboard Air Line, and Clinchfield. These and smaller lines have a total of 4,531 miles of railroads in the State, reaching from the coast to the mountains and from north to south.

Railroads figured heavily in the pioneer development of North Carolina, and have contributed much to the State's progress.

At Salisbury, the Southern has a large freight classification yard, where freight in less than carload lots is collected, and freight cars are filled, sealed and transported to distant points. Seaboard, late in 1953, announced plans for a large freight classification yard at Hamlet, another pivotal rail center in the State.

Trucking Industry

As highways have been built, North Carolina's trucking industry has grown accordingly, serving industry from one end of the State to the other, on both intra-state and long line basis. The State's 241,308 trucks in 1953 ranked third in eastern America.

The State's 454 regulated franchise carriers had 7,994 trucks registered in 1953, and it is this group that works most closely with industry, supplying them with equipment and raw materials, and transporting the finished product to markets all over the nation.

According to the Interstate Commerce Commission, North Carolina has 52 Class I carriers (income in excess of \$200,000) domiciled within the State, more than in any other state. The nation's largest trucking combine, Associated Transport, was founded in North Carolina.

The trucking industry has also adapted itself to handle problems peculiar to special types of industries—chemicals, dyes, adhesives—which must be protected against extreme temperature changes.

Ports and Waterways

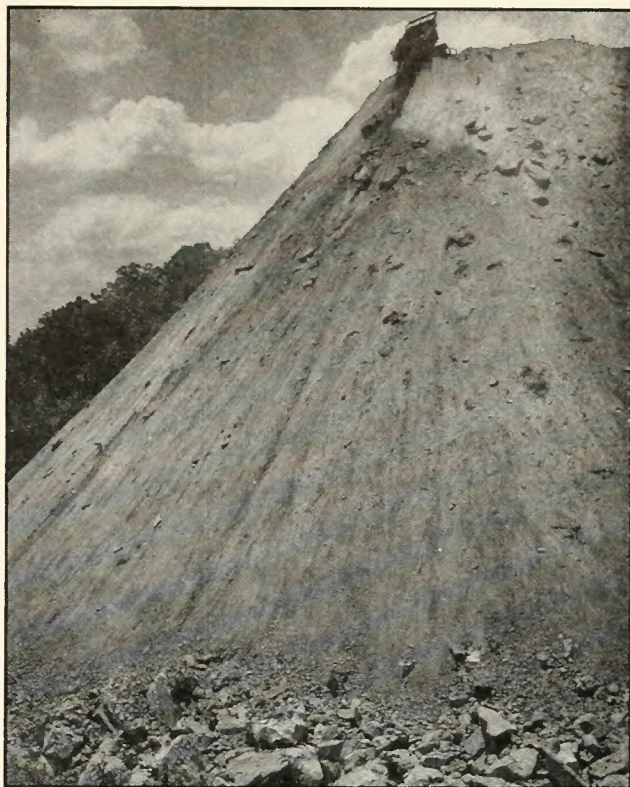
Less than 50 years ago, the port at Wilmington ranked with other large Atlantic ports in tonnage, and this city on the Cape Fear River, along with Morehead City 110 miles north, is making a comeback as a main export-import factor for North Carolina industry.

The 1949 General Assembly of North Carolina authorized establishment of State ports at these two points. About \$4,500,000 was invested at Wilmington, and \$3 million at Morehead City, being financed with self-liquidating bonds.

Facilities now constructed at Wilmington include a steel and concrete dock, 1,505 feet long and 200 feet wide, two 450 x 162 foot transit sheds, warehouse with 82,500 feet of floor space, and a 100-car freight classification yard.



The Atlantic Coast line is one of the railways serving the port of Wilmington.



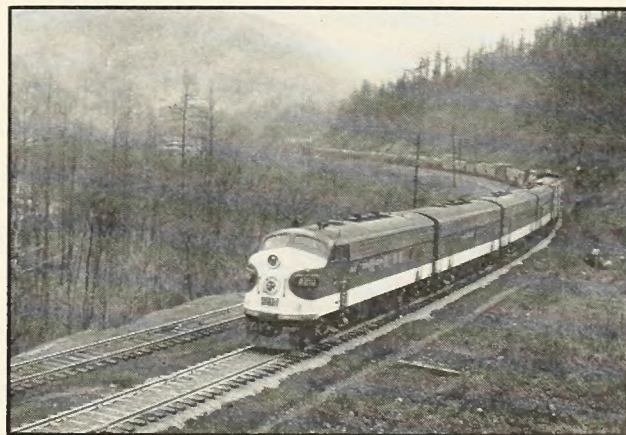
This mountain of earth was piled up in building the new U.S. 70 across the Blue Ridge Mountains to Asheville, a major commercial artery.

A new dock, 1,134 x 150 feet, has been constructed at Morehead City, as has a transit shed and two warehouses of 60,000 square feet each.

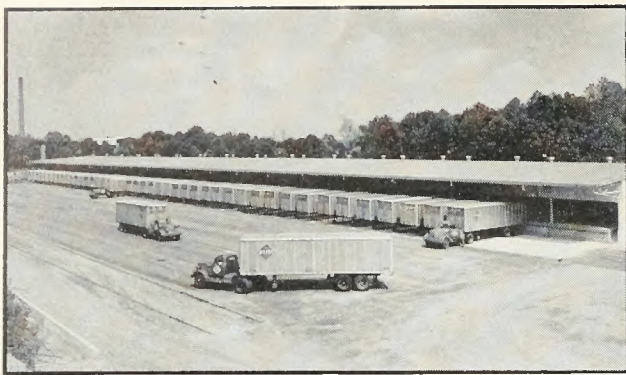
Morehead City is connected with the central part of the State by the State-owned Atlantic and North Carolina Railroad, operated by the Atlantic and East Carolina Railway. This road connects with the Atlantic Coast Line, Norfolk Southern, and, indirectly, with Seaboard.

The Seaboard and Atlantic Coast Line railroads serve directly the State port terminal at Wilmington, home of the latter.

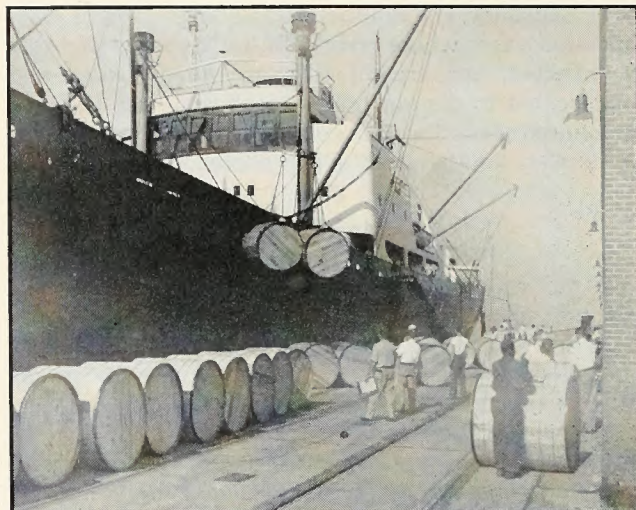
Barges and pleasure craft ply inland waters and principal river ports include Fayetteville, Washington, Elizabeth City, New Bern, and Greenville. The Intra-Coastal Waterway extends the breadth of the State, carrying important traffic.



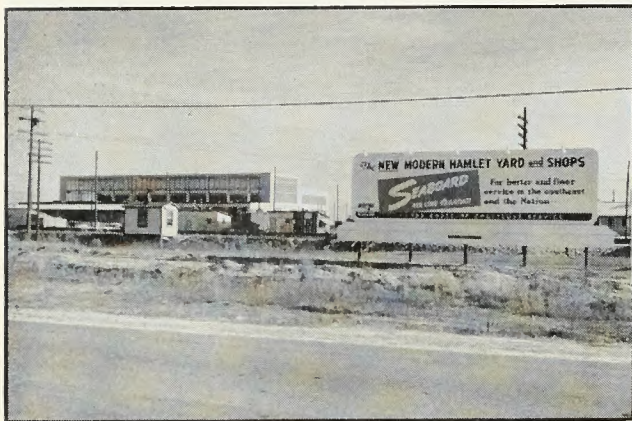
Southern Railway tonnage train on Saluda mountain grade leading into Melrose, N. C.



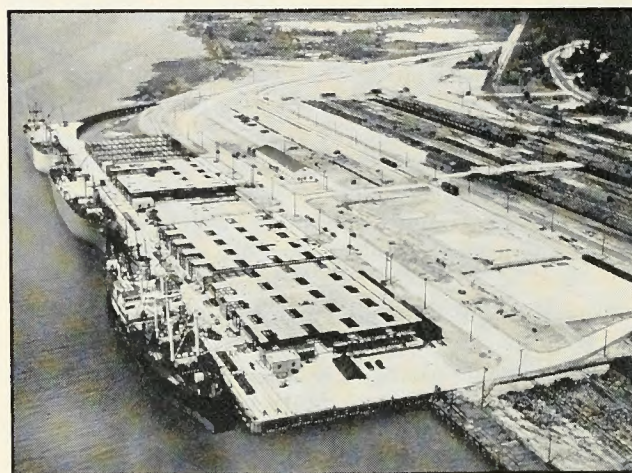
McLean Trucking Company's terminal and general offices at Winston-Salem, occupies 22 acres and has dock area of nearly 80,000 square feet.



The new port at Morehead City handles, among other things, export cargoes of North Carolina's principal crop—tobacco.



The Seaboard is building a new \$10,000,000 railway service center at Hamlet, North Carolina, including a large diesel repair shop and extensive transfer yards.

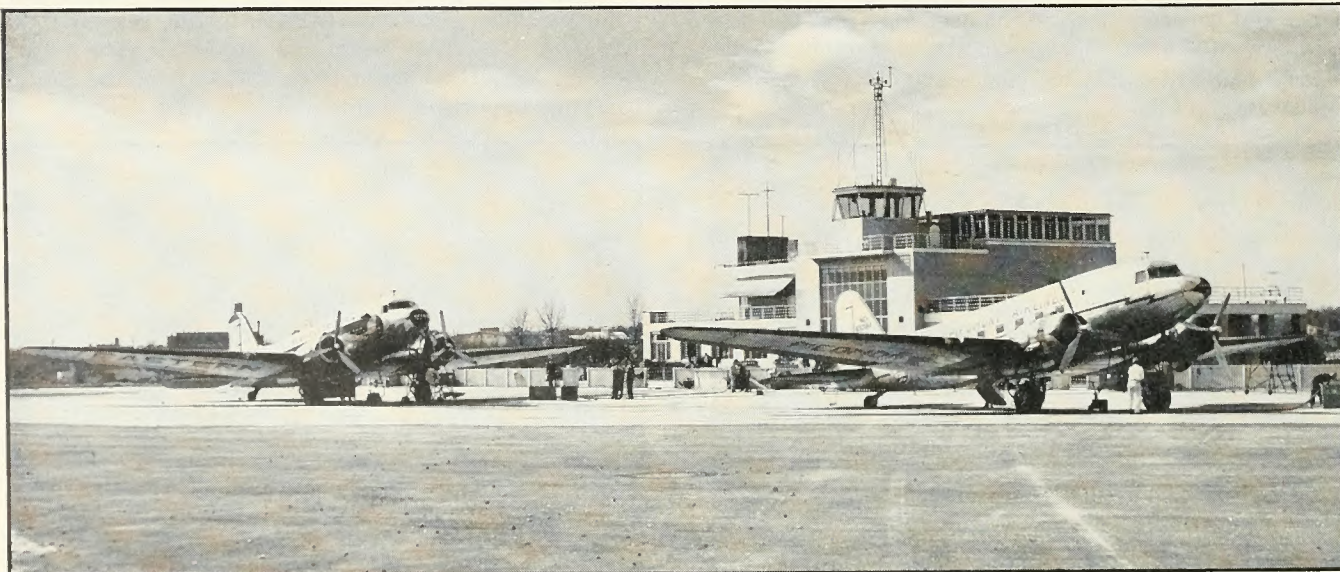


The Wilmington Port Terminal, administered by the N.C. Ports Commission, offers good dock and storage facilities and all forms of land transportation.

Six airlines serve North Carolina, Capital, Delta, Eastern, National, Piedmont, and Southern airways. Piedmont's headquarters are in Winston-Salem. All of the larger urban centers of the State are served by airlines, and a number of smaller towns are served by feeder lines.

Bus service is ample in the State, with 85 common carriers and 33 contract carriers, operating 1,895

buses. Greyhound and two companies in the Trailways system are headquartered in the State.



The Smith Reynolds Airport at Winston-Salem, one of the finest in the south. Poised for take-off are two passenger liners of Piedmont Air Lines, serving five states, with headquarters in Winston-Salem.

RE-CHECKING

Editor Finds Impressions of South Over 5 Years Old Out of Date

By STANLEY E. COHEN

Washington Editor

ADVERTISING AGE

If your impressions of the South Atlantic states are more than five years old, you had better make a re-check. Make no mistake about it, these states are "on the march." The smartness of the retail shops reflects the prosperity of the cities. The handsome schools and the new air-conditioned factories that dot the countryside herald the awakening that is reaching into rural areas.

For nearly four weeks my wife Marjorie and I had the pleasant assignment of driving some 4,000 miles on a circuitous route through the District of Columbia, Virginia, the Carolinas, Georgia and Florida, "to talk with people—find out what is happening and what it means."

From a strictly professional point of view, this is a dangerous kind of reporting. Inevitably we absorbed much "hearsay" and overlooked important developments. Nevertheless, these are things you see and hear if you travel, as we did, at a leisurely pace, stopping to talk with farmers, business men, teachers, workers, children—anyone who looked interesting or willing to strike up a conversation.

We have come back convinced we visited an area that is developing so rapidly you can almost see the new life and hope sweeping through the land.

Neat new homes—some modest, some remarkably elaborate—seemed everywhere along the highways. Starched and polished children—a few carrying their shoes in their hands—shuffled toward the big and recently expanded central schools. Big city merchandising—with a touch of small town charm—offered the latest in brand name goods, from Christian Dior dresses on Raleigh's Fayetteville St., to poodle cloth gloves in fashionable kasha color for the consideration of the style-conscious ladies of Greenwood, S. C.

In the Piedmont, that heavily industrialized, sickle-shaped hill country that follows the 500-foot elevation mark from the foothills of Virginia's Blue Ridge Mountains through the western half of the Carolinas to northwest Georgia, the towns and small cities teem with new factories. New distribution centers like Charlotte and Greensboro, N. C., survey their rapid growth and speak bravely of overtaking Atlanta.

Editor's Note: The excerpts comprising this article are from the story by Stanley E. Cohen, Washington Editor of Advertising Age, which appeared in the issue of Nov. 2, 1953, and are reproduced with his permission and that of the publisher. The entire article dealt with the South Atlantic states as a whole, and the excerpts that follow contain most of Mr. Cohen's general observations, but his specific references are confined in most part to those about North Carolina.



The old mill village is disappearing in North Carolina, in favor of modern community developments complete with shopping centers and parking space to spare.

To the east, in the tidewater plain, that strip of cotton-peanut-tobacco country, perhaps 100 miles deep down the whole sweep of the Atlantic seacoast from Virginia to Florida, the little agricultural towns are sprucing up, hunting with increasing success small industrial plants to absorb the workers who have been displaced by the mechanization of agriculture. Port cities which once lived only to export cotton and naval stores are importing many times as much as they export, now that the South processes its own materials for the use of its own developing market.

It is, naturally, impossible to detail the industrial growth of the region. But a few examples will suffice. And incidentally, it is interesting to note that (following the discovery years ago by textile mills in the Piedmont area that rural folk have no objection to driving 20 or 30 miles over straight, flat highways to work) virtually all of the area's new industrial plants are on the edge of cities, or in small towns handy to good roads, with an increasing number being attracted to the small agricultural cities and towns which formerly depended solely on cotton and tobacco.

The Piedmont, with its moderate climate and picturesque terrain, has had textile and cigaret manufacturing for more than half a century. As recently as 10 years ago, however, its textile mills made chiefly gray goods. The finishing—where the real profits are made—was done in the North, and the textile workers of the South were bringing home as little as \$10 a week.

Now the Piedmont bristles with industry. U.S. 29, the north-south highway running from Lynchburg, Va., through Greensboro, Charlotte and Spartanburg to Atlanta, serves towns which have about half the nation's textile spindles. It runs through the heart of North Carolina's big furniture industry, and it bisects the cigaret and electronics towns which spread east and west, from Raleigh to Asheville.

With the southern textile industry completely diversified, the gray goods no longer go north for finishing.

Specifically About North Carolina

The old textile and tobacco cities are capturing a good share of the new industrial growth. Greensboro,

N. C., where the Cones pioneered in textiles half a century ago, now gets ten times as much income from manufacturing as it does from agriculture. Greensboro has electronics, and it's getting a new Old Gold plant.

At Raleigh, the old textile mills have been modernized, and a Westinghouse plant, to make meters, will employ 2,500 people early next year. . . At Raleigh, American Woolen Co. has one of the many new woolen mills recently opened in the South. . .

New electronics plants at Asheville, Raleigh, Winston-Salem and other North Carolina cities this year alone meant 9,000 jobs that didn't exist before.

As trade centers, Charlotte and Greensboro both "shoot" at Atlanta. Also, we found their media people shooting at each other. Both count the population of their trading areas in the millions. After driving the 90-mile "golden strip" between the two, we were sure of one thing: there is plenty to go around.

Johnny Gilbert, North Carolina born and bred, the traveling salesman who brought the kasha-colored poodle gloves to Greenwood, told how the Carolina-Virginia salesmen's group had built a \$230,000 "radio building" in Charlotte as a permanent showroom where salesmen can show their lines. "Charlotte is a terrific market," he declared. "Buyers from as far away as Alabama come up there, even though they know I will show the same line in Atlanta in another three weeks."

Sam Hair, a Chicago adman who has built an important outdoor advertising business in Charlotte, was commenting on the rapid growth of its corps of executives and middle-class white collar workers. He estimated Charlotte has offices of 600 national firms. It recently became "home office" for Duplan and Southern Dairies. Another influx of white collar people is set for the near future when Celanese Corp. completes its new headquarters building, now under construction.

Often we found "immigrants"—business men from other areas—playing major roles in the South's redevelopment. Newcomers like Sam Hair are active in civic affairs; for example, he's chairman of a special committee of the chamber of commerce fighting for additional air service for Charlotte.

A good many southerners are convinced that stable labor supply, "independent native labor," and the conventional advantages discussed in serious sessions of the board of directors are only a backdrop for the real human reasons for moving plants and offices to the South. Recreational facilities, climate and the slower

tenor of living play a mighty important part, we were told.

"Business men take plant locations where they think the living will be pleasant," Jonathan Daniels had told us in Raleigh. "They want to be near a country club."

We thought he was exaggerating, until a sportswear salesman in Greensboro proudly told us that this city has more golf courses per capita than any city in the world, and his companion, an ex-New Yorker who operates five ready-to-wear stores, told us he had played that afternoon. "Back in New York that would be a project," he said.

The Norfolk & Western and the Southern railroads, which do a great deal of industrial expansion advertising, stress this pleasant living theme heavily in their ads. The climate gets a big play, too, as well as an appeal to the Caesar complex: "In our community you can be a big fish in a small pond."

In Asheville, impressed with the displays in the windows of "The Man's Store," we went in to chat with the owner. Instead we met—completely by accident—a former suburban Washington neighbor, who was the store's buyer. "I love it here," he said. "It takes me five minutes to get to or from work. That's two more hours of freedom for me every day."

Distribution, Service Businesses Also Boom

The prosperity of the country-side wells up in the big distribution centers. It's no secret that Atlanta, at the southern tip of the Piedmont, ranks as the business capital of the southeastern states. With more than 3,300 national firms maintaining sales offices, warehouses and assembly plants there, Atlanta seemed confident it will retain its crown. . .

But the upsurge in business in the Southeast created room for other distribution centers. At Greensboro, there's a big colony of traveling salesmen. "It's a good place to live, and it's handy to the whole Virginia-Carolina territory," one of them explained.

Living and Working Conditions Moving Up

Southern industrialization started on a lower-wage and independent, union-resisting basis, but few industrialists expect this to continue for long. Actually, working and living standards appear to be rapidly approaching levels in other sections of the country.

One textile plant operator told us he pays his help 75¢ an hour, but there is an incentive bonus which makes their ultimate take-home pay run only 6¢ to 8¢ below that of northern plants. Sacony pays the same scale it pays in the North, and a sewer-pipe plant in Columbia pays the same scale it pays New Jersey workers.

At present, we were told, most textile workers make \$50 to \$60 a week, and a good percentage buttress their income by parttime farming. One young man who makes \$75 a week in a textile mill told us he invested his savings in a combine and last year grossed \$8,000 renting it to farmers.

For the most part, the textile mills appear to be encouraging home ownership among workers who have pulled both feet off the soil and moved to town. . .

The "mill town" is a thing of the past, we were told repeatedly. . .

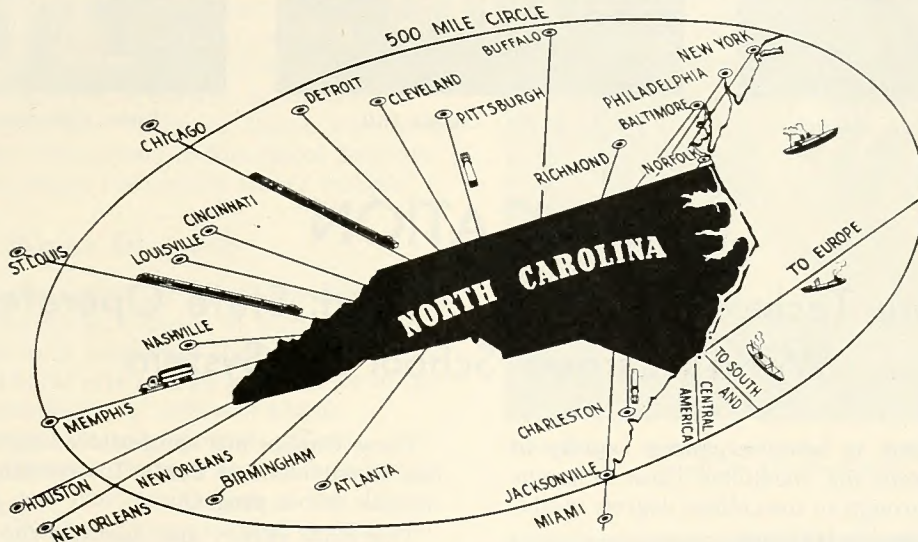
BUSINESS AND MANUFACTURING VOLUME FOR 10 SOUTHEASTERN STATES

(Ranked according to 1952 totals)

	(millions)			
	all enter- prises	mfg.	farming	distribu- tive
North Carolina	\$16,791	\$6,426	\$1,097	\$7,239
Georgia	13,222	3,914	802	6,797
Tennessee	12,857	3,278	649	7,325
Virginia	12,796	4,323	617	5,781
Louisiana	10,839	3,017	488	4,832
Florida	10,314	1,278	493	6,418
Kentucky	10,142	2,886	688	4,868
Alabama	9,137	2,864	580	4,275
South Carolina	7,413	2,742	472	3,081
Mississippi	5,123	1,060	732	2,602

ACCESSIBLE *North Carolina*

Within 500 miles of North Carolina is more than half the total population of the United States—representing a multi-billion dollar market for the products of the State's varied industries. Traffic out of and into that area profits by North Carolina's easy accessibility at all seasons by highway, rail, water and air.



A highway system of more than 70,000 miles serves you in North Carolina . . . plus 5 major trunk line railroads . . . 6 commercial air lines . . . 130 regulated motor passenger carriers . . . 454 franchised highway freight and express carriers . . . two ocean ports with the latest-type equipment . . . the Intracoastal Waterway along the 320-mile coastline . . . and navigable rivers.

OTHER ADVANTAGES ENJOYED BY NORTH CAROLINA INDUSTRIES:

LABOR—Vigorous, intelligent, quick to learn new skills, giving maximum productivity in an honest day's work.

RESOURCES—Plentiful raw materials . . . water, lumber, minerals, sea products, farm crops, an abundance of hydro- and steam-generated power in all areas.

RECREATION—The key to contented living for employees and executives alike. Sports and cultural opportunities abound, with both public and privately operated facilities available throughout the State, easily accessible from any section.


TAX STRUCTURE—Stabilized; no major tax change since 1933, franchise rate reduced in 1947; **BUDGET BALANCED!**

CLIMATE—Ranges from brisk in the mountains to sub-tropical on the coast; few extreme fluctuations, year 'round outdoor working conditions.

New industries—and expansions of present industries—are cordially welcomed. Interesting additional facts about the State, and a copy of the current plant site list, may be obtained by contacting—

Ben E. Douglas, Director

**Friendly
North Carolina**
Where
Industry Prospers



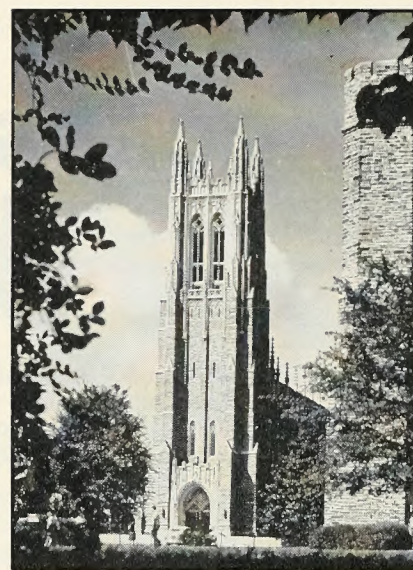
DEPARTMENT OF CONSERVATION AND DEVELOPMENT, Raleigh, N.C.



N.C. State College, Raleigh



U. of N.C. Chapel Hill



Duke University, Durham

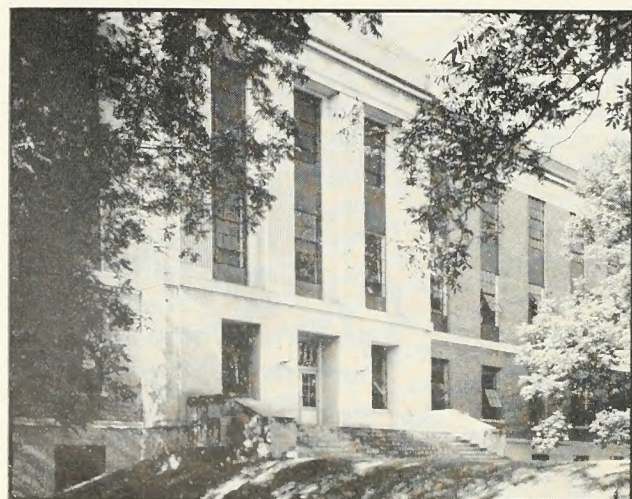
EDUCATION

More Technical Courses Offered; State Operates World's Largest School Bus System

Technical education is being expanded rapidly in North Carolina—from the vocational class in junior high school right through to the college degree, graduate study, and on-the-job training.

Young Tar Heels are taking advantage of these opportunities, too. In mid-'53 more than 10,000 pupils were enrolled in trade and industrial education courses in colleges and 113 public schools throughout the state.

These courses range from graduate work in textiles at N. C. State College to day trade units, regular school course evening class, formed to give additional knowledge or skill to persons already employed, and part-time classes, provided during the working day for persons who have left school and who are employed or will be employed upon completion of training.



School of Textiles, N.C. State College

These courses are administered by the North Carolina Department of Public Instruction, as part of the regular school program.

This state agency also operates the North Carolina Vocational Textile School at Belmont, in the heart of the textile area, and the only one of its kind in the nation.

Textile School

The job of turning out full-blown textile men goes to the North Carolina State College School of Textiles, which educates young men and women in every phase of textile production, and also serves as a research center for textile firms in the state.

In the last few years, the school has emphasized wool and synthetics, training its students (about 450 each year) in the production of yarns and fabrics, from test tube to woven material.

North Carolina is also assured an ample supply of trained men for industry other than textiles, with the State College School of Engineering producing a constant stream of graduate engineers in all major fields.

This school in 1952 established and is operating the Gaston Technical Institute at Gastonia, which is training technicians on a short-term basis, as contrasted with engineers who take the full four years of study, and are taught the theory of designing, etc.

At the Gaston school, the student is given one year of terminal technical courses, in a curriculum range described as "intermediate between the high school and vocational school on one hand, and the engineering college on the other."

Public Schools

North Carolina has 950,000 youngsters enrolled in its public schools system, and 445,000 of these children are transported 262,700 miles a day in 7,100 buses, the largest school bus fleet in the world.

And whether the pupil lives in the sparsely populated Outer Banks region on the coast, or in the mountain coves of the Great Smokies and Blue Ridge to the west, or in populous cities, he is guaranteed nine months of school each year, through the 12th grade.

Contrary to the local-support-with-state-aid pattern of school financing in most of the nation, North Carolina for 20 years has operated its schools for a standard minimum term, and permitted the counties and cities to supplement this state-provided minimum.

In the years 1949-53 there was \$130 million capital outlay for school construction in the state, from state and local funds, and an estimated \$150 million is the estimate for construction in current quadrennium.

The State Department of Public Instruction each year invests about \$90 million in the school program, by far the largest single item in the state's budget.

Higher Education

For education above the high school level, there are 32 fully accredited senior colleges in North Carolina. Of these, 12 are state supported (including the only state-supported liberal arts college for Negroes in the nation). Total enrollment in 1953 was 42,840.

The three largest state-supported colleges, University of North Carolina, State College of Agriculture and Engineering, and Woman's College of the University of North Carolina, are operated within the Greater University of North Carolina frame-work. The state has six tax-supported teachers colleges, three for white and an equal number for Negroes.

Duke University (Methodist), Wake Forest College (Baptist), and Davidson College (Presbyterian), are among the 14 fully accredited senior colleges in the state, operated by church groups and other private organizations. Begun 30 years ago, Duke is one of the most heavily endowed institutions in the nation (named for James Buchanan Duke, pioneer in the tobacco industry) and is constantly growing.

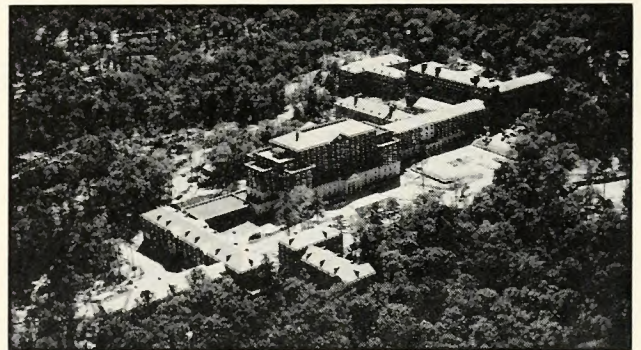
Wake Forest is occupying a new campus at Winston-Salem, under large endowments from the Baptists of the State and the Reynolds tobacco interests.

Davidson College recently elevated its graduation requirements, placing it on a scholastic plane well above average for accredited senior colleges in the United States.

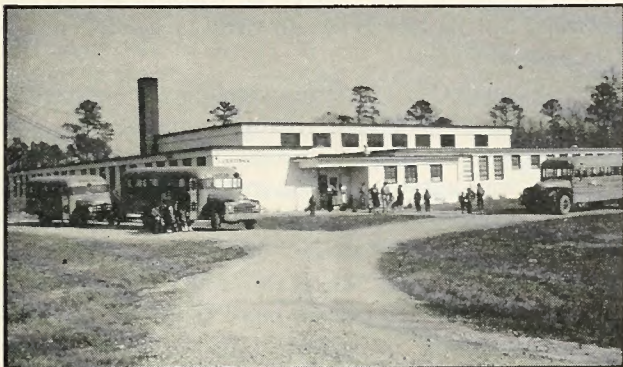
There are 21 accredited junior colleges in North Carolina, and one theological seminary, Southeastern Baptist, which has been established on the original Wake Forest campus at Wake Forest.



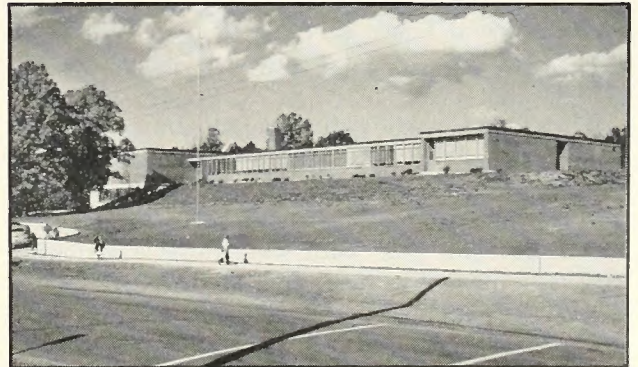
Technically trained graduates of North Carolina schools swell its growing labor force.



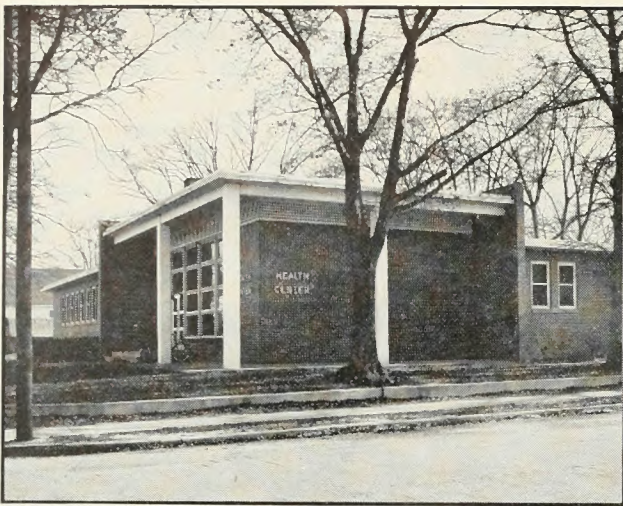
North Carolina Memorial Hospital at the University at Chapel Hill.



Consolidated schools have replaced small schoolhouses for the most part in rural areas.



Modern achitecture marks new urban schools in North Carolina.



Health centers and hospitals bring public health facilities within easy reach from anywhere in North Carolina.

HEALTH

Only one other state can equal North Carolina's complete geographical coverage with county health departments, including doctors, nurses, and sanitariums. Three cities, Charlotte, Asheville, and Rocky Mount, also have separate city health units.

Every one of North Carolina's 100 counties has public health facilities, and 95 per cent of the state's population have hospitals available in their counties, while the other five per cent have access to hospitals in adjacent counties.

Administration of the county programs is carried on in health centers, located usually in the county seat town. Immunization clinics and preventive medicine programs are offered in the center itself, and in the various communities of the counties, including schools. The state also offers 10 or 20-week dental programs to county schools systems, on a cooperative cost basis.

Health service on the county level has very active support from the people it serves. In the 1952-53 fiscal year, state funds totaled \$1,132,000 for local health service; federal funds, \$577,117.92; total local funds, \$3,508,547.08, for a total statewide budget of \$5,217,665.

When federal participation was cut almost in half, to \$296,110, in the 1953-54 fiscal year, local funds were increased by \$364,454.92 to make up the deficit.

Percentagewise, local monies make up 73 per cent in the '53-54 fiscal year, with state funds contributing 21.4 per cent, federal funds only 5.6 per cent.

The per capita investment was increased from \$1.285 in the '52-53 fiscal year to \$1.305 for the next year.

The state has 28 new county health centers, built in the last few years.

In 1945, the State of North Carolina set up the Medical Care Commission, to administer state funds for the construction of hospitals, to correlate the building programs in the various counties, and to handle federal monies earmarked for that purpose.

Provisions of the Hill-Burton Bill became effective on July 1, 1947, and the Commission became the agency handling those funds. By 1954, a total of 169 construction projects had been completed, including 86 hospitals (44 new hospitals, and 42 additions to existing facilities), 36 nurses' residences, and 47 health centers. These facilities provided 4,647 new patient beds, and 1,939 beds for nurses.

Eight of the 169 projects were state-owned facilities, and provided 627 beds for patients. In all, 5,274 new patient beds were provided in the seven-year period.

The seven years of construction by the Commission involved an investment of \$73,967,291, of which \$15,040,950 was supplied by the state, \$26,850,273.66 by the federal government, and \$32,076,067.16 by local authorities or counties.

In 1952, the state dedicated its new 400-bed teaching hospital. In addition to the \$5 million main hospital, located on the University of North Carolina campus at Chapel Hill, the state has also constructed units for the School of Dentistry and School of Nursing.

In 1953 the State dedicated its new 100-bed tuberculosis hospital in Chapel Hill. These facilities, together with the continuing programs of the schools of medicine, public health, and pharmacy, have made Chapel Hill one of the South's health and medical centers.

With the new hospital at Chapel Hill, the State now has four tuberculosis hospitals with a total of 1,900 beds. Counties also have tuberculosis sanitariums.

The state has two privately-owned and operated fully accredited medical schools, which are also operated in conjunction with large hospital facilities open to the public, for clinical diagnosis and treatment.

Oldest of the three schools is the one operated by Duke University at Durham. Its establishment was provided for in the Duke indentures which set up the University.

The other is the Bowman Gray Medical School, operated by Wake Forest College at Winston-Salem, and endowed by the late Bowman Gray, a leading industrialist in the state.

Other North Carolina cities which have developed as area centers of diagnostic treatment and medical care facilities are Charlotte and Asheville, the latter particularly well known as a southwide center for treatment of respiratory diseases, because of its location in the mountains of western North Carolina.

As of April, 1953, North Carolina's 216 hospitals had a total of 27,762 patient beds. Of these, 161 were general hospitals, the others dealt with specific diseases, such as cerebral palsy, children's diseases, orthopedic, etc.



Agriculture supplies raw materials for many industries in North Carolina—including food, feed, textiles, tobacco and furniture. The food processing industry is one of the fastest growing, and its scope is typified by this array of vats at a large pickle factory in Eastern North Carolina. Beyond the vats may be seen the field in which a part of the cucumbers going into this pickle output was grown.

AGRICULTURE BULWARKS INDUSTRY

Farming Also Makes Big Business For Others

North Carolina industry and agriculture are inextricably allied. They have been since the first cotton mill was founded in the State in 1813 to process locally grown fibres.

Agriculture not only supplies lint for the spindles and looms of Tar Heel textile plants, but the State's 1,376,664 farm population helps to support a number of industries themselves.

The farmer buys his seed from North Carolina firms, along with his farm machinery, fertilizer, and the livestock feed he doesn't produce himself. Annually, North Carolina farmers gross well over \$900 million from all farming operations.

And the farmer is becoming a bigger customer, with more and more hand operations becoming machine functions, necessitating purchases of equipment and gasoline and oil to keep them running. Farmers operate more than 20,000 trucks in the State.

Until very recent years, the State's \$500 million tobacco crop required hand labor very largely, but even this is rapidly becoming mechanized, with many of the cultivation and priming functions now at least partially machine work. A new tobacco harvester is being tested in agricultural laboratories and in the fields.

Truck farming in the State is the foundation of a number of food processing and packaging firms. Each

year, more than \$10 million in cucumber pickle sales are made in the State, from native products, and Tar Heel poultry and livestock supply local processing and packaging plants.

Livestock and poultry production is increasing rapidly, not only diversifying agriculture, but providing raw material for meat, poultry and dairy processing plants.

North Carolina's peanut crop makes a valuable commercial product, and the State's 100 million bushel grain crop is partially consumed by flour and feed companies. More farmer cooperative grain storage elevators are being erected to accommodate surpluses.

Through research and experimentation, North Carolina State College is helping to make the Tar Heel farm a more productive operation, with improved yields from disease-resistant seed.

One-third of North Carolina's 4,061,929 residents (1950 census) are classified as living on farms, the largest rural population in the nation, yet the State's huge agricultural economy is supported mainly by small farms, with 64.8 acres as the average. Only Texas has more farms than North Carolina.

These small farms, which formerly operated with one or two "hired hands" and absorbed a fairly large percentage of the total population, are now being mech-



Rapid mechanization of North Carolina agriculture is freeing more workers for industry.



The seed industry is an important one in North Carolina. Here is tobacco seed ripening on farm of McNairy Seed Company at Laurinburg, which will go to tobacco growers in all parts of the world.

anized, and these farm workers are becoming available as industrial labor in increasing numbers.

This is particularly true in the Coastal Plain, Sandhills (eastern central), and mountain areas in the west, the essentially agricultural sections of North Carolina.

In the industrialized Piedmont, it is found to a lesser degree, as farms are generally even smaller than in the other three areas, but here thousands of industrial workers are also part-time farmers.

This arrangement has been approved by industrialists and agricultural leaders alike, as it makes a considerable contribution to the State's farm economy, and at the same time makes for a more stable, contented, productive industrial worker.

Agricultural Production of 10 Southeastern States

(Ranked according to 1952 total)

	Crops	Livestock (Thousands of Dollars)	Total
North Carolina	726,391	203,557	929,948
Georgia	402,166	249,910	652,076
Mississippi	448,791	160,857	609,648
Kentucky	268,202	315,072	583,274
Tennessee	264,679	258,596	523,275
Virginia	237,063	264,497	501,560
Florida	354,439	115,492	469,931
Alabama	267,348	168,622	435,970
Louisiana	308,789	111,580	420,369
South Carolina	298,929	81,430	380,359

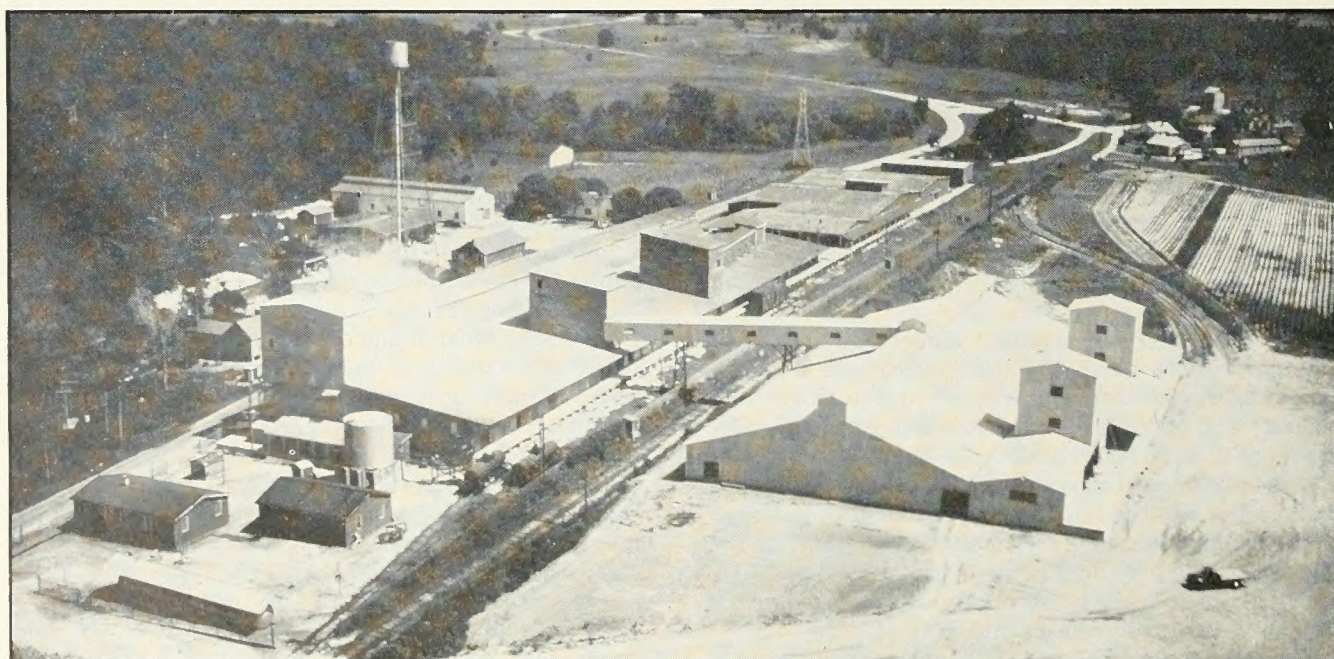
Cash Income in North Carolina

(In Thousands of Dollars)

	1939	1951	1952
From All Farming	\$219,475	\$947,296	\$929,948
Livestock	34,601	195,458	203,557

Principal Crops

Tobacco	\$125,340	\$522,982	\$463,000
Cotton	25,861	119,000	120,000
Corn	32,381	112,000	101,000
Hay	14,833	37,000	44,000
Peanuts	10,496	35,000	34,000



Aerial view of Dixie Guano Company's enlarged fertilizer plant at Laurinburg, showing recently completed unit at right.

FORESTRY

Forest products are the backbone of extensive furniture, paper, pulp and synthetic fibre industries in North Carolina. Forests cover nearly 19,000,000 acres.

About two-thirds of the forest area is in pine trees and the other third is in hard woods. The annual pulpwood cut is approximately 1,232,000 cords. Tree farming is increasing rapidly in importance.



Champion is a leading exponent of conservation.

The Department of Conservation and Development's forestry division is active with a program divided into five parts: forest prevention and control, forest management advice and service, forest tree nurseries, forestry information and education and the administration of State Forests.

A grand total of nearly 13,000,000 seedlings were produced in 1952 in the two state nurseries, one in the mountains and the other on the coastal plain.

A cooperative fire control program is carried out



Symbol of North Carolina forests—the longleaf pine.

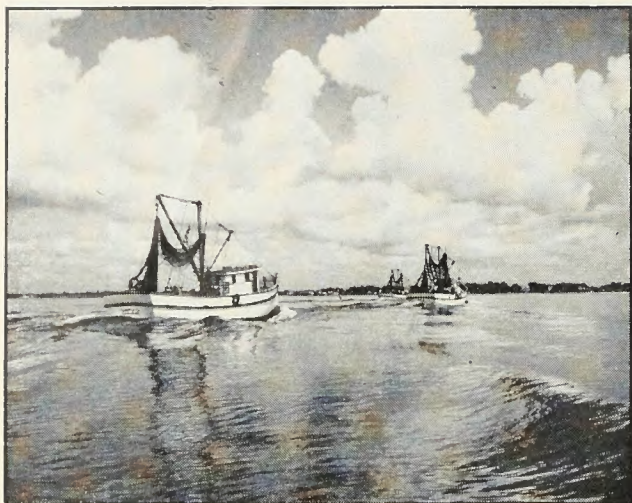
with the counties, and loss from fires is being steadily decreased.

The 1953 Legislature gave the Governor power to close the woods to hunters and others during period of extreme drought, and otherwise the State is liberal with legislation for the protection of its forest lands.

The State Forestry Division conducts systematic studies of North Carolina's forest resources, and in 1953 completed a survey of forest resources in 21 counties of the southern coastal plain region.



Plant of Futrell Bros. Lumber Co. at Vasa, where over 20,000,000 feet of pine and hardwood are manufactured annually.



Shrimp boats set out from Southport to harvest an important North Carolina crop from the sea.

SEAFOOD INDUSTRY

The seafood industry is important in North Carolina and is being developed aggressively. Approximately 20,000 people and 2,500 boats are engaged in the industry, which produces fish and shellfish for market valued at approximately \$25,000,000 a year.

The industry is regulated by the Division of Commercial Fisheries in the Department of Conservation and Development, which also cooperates with the University of North Carolina and other agencies in scientific studies.

Shad, herring and striped bass (rockfish) are most important for sale for consumption as fresh fish, or frozen, salted or canned.

Menhaden are most important for oil and fertilizer.

Fine oysters, clams, shrimp and scallops are taken from North Carolina's coastal waters, the most extensive along the Atlantic seaboard.

The annual seafood catch in the Tar Heel state averages approximately 220,000 tons.

MINING INDUSTRY

Exploration for uranium and stepping up operations in mining clays and tungsten have stirred new interest in minerals in North Carolina, once the nation's largest gold producing state.

The largest tungsten mining operation in the United States is now located near Townsville, Vance County.

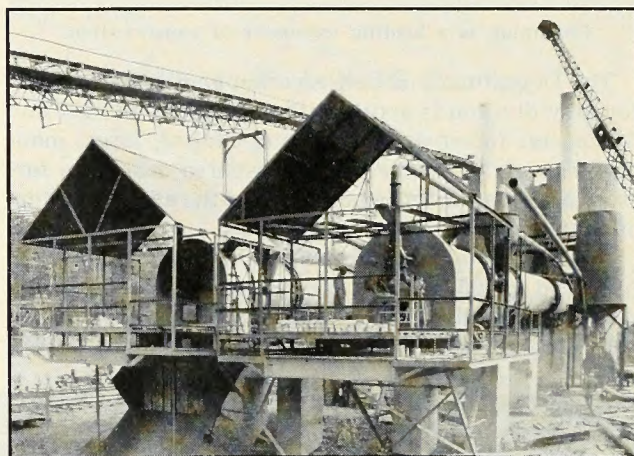
The state is the principal producer of mica, feldspar and kaolin. An interesting development in 1952 was the reopening of the old Deer Park mine near Spruce Pine for the extraction of both feldspar and mica.

In the South, which produces 50% of U. S. Minerals, North Carolina was a mining state even before the white men came. Indians worked mica and copper deposits in the mountains of Western North Carolina. 300 types of minerals are now found in the state, ranging from the clays which are produced in heavy volume, to semi-precious stones. Production in 1950 was valued at \$26,343,000.

The Department of Conservation and Development has a minerals resources division devoted to the development of mineral production. Its records are extensive, and it presently is engaged in an extensive research project with North Carolina State College. This project is housed in a building in Asheville completed in 1946 at cost of \$80,000.

Among recent accomplishments of this research laboratory is the discovery of a new method of concentrating spodumene by froth flotation. The largest reserves of spodumene, important in the manufacture of ceramics, are in North Carolina.

The new publication on North Carolina's mineral resources may be obtained without cost upon request to the Dept. of Conservation and Development, Raleigh.



Carolina Solite plant, Aquadale, North Carolina. Served by Norfolk Southern Railway.



New State Highway building just completed at Raleigh, which is built of Mount Airy granite. Two other buildings in Capitol group are also built of this famous North Carolina granite.

SEVEN-FOLD SERVICE to Industry THROUGH NORTH CAROLINA'S Department of CONSERVATION and DEVELOPMENT

Industries desiring plant location data or other business planning information can get assistance quickly and easily from any or all of the seven specialized divisions of the Department of Conservation and Development through one source—the Director of the Department—by letter, telegraph, telephone or personal visit. Serving industry and the State are these divisions:

COMMERCE AND INDUSTRY—This division assists present and prospective businesses with continuing research and comprehensive reports, special studies and research, data on available buildings and industrial sites, and consults with communities to encourage healthy industrial growth. It provides special services for development of the tourist industry.

WATER RESOURCES, INLETS and COASTAL WATERWAYS—Among the more important industrial aids of this division are the cooperative programs for obtaining and studying data pertaining to surface waters, and making chemical analyses of water supplies, in addition to its responsibility for the development of navigable waters.

FORESTRY—This division operates two forest tree nurseries, with productive capacity of approximately 15 million seedlings annually, and a 36,000-acre State Forest. North Carolina has more than 18,500,000 acres in forests, supplying material for the extensive furniture and paper industries.

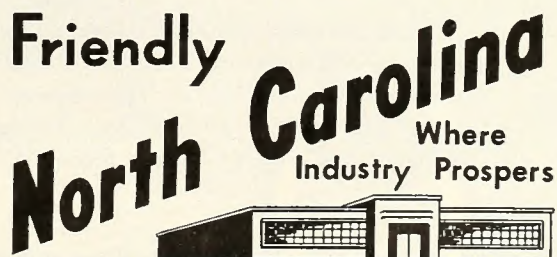
MINERAL RESOURCES—First state in the Union to begin studies of its mineral resources, North Carolina is well equipped to provide useful data through this division about its many rock and mineral deposits (more than 300). Systematic studies, which include detailed surveying, mapping and evaluating, provide valuable information for prospective developers and users.

COMMERCIAL FISHERIES—Devoted to the development of the potentially rich seafood industry, this division cooperates with other agencies in scientific studies and investigations. The value of all commercial fisheries products is estimated at about \$25,000,000 a year—a substantial factor in the well-balanced economy of the State.

PARKS—The State Parks and Historic Sites maintained by this division—in easily accessible areas, from the coast to the mountains—play an important part in North Carolina's exceptional recreational opportunities. With a year 'round mild climate, these vacation facilities are a big factor in contented living.

ADVERTISING—In addition to informing industries and tourists about North Carolina's resources and opportunities as an ideal place to live, work and play, this division provides highly useful materials to industry in the form of booklets, pamphlets, other publications and motion pictures. It also produces photographs and news stories containing up-to-the-minute data which is distributed on a world-wide basis.

These seven-fold services are freely available to industries considering a North Carolina location as well as to those already in the State. For additional information ... write, telegraph, telephone or visit—



Ben E. Douglas, Director

DEPARTMENT OF CONSERVATION AND DEVELOPMENT, Raleigh, N.C.



North Carolina Board of Conservation and Development

Functions performed in many states by a State Chamber of Commerce are the responsibility in North Carolina of the Department of Conservation and Development, the only agency engaged in development of certain natural resources and promotion of industry on a state-wide basis. The Department works closely with chambers of commerce in cities and with public utilities and industrial organizations.

The board of 15 members was appointed by Governor Umstead and took office in July, 1953, posing for the official picture, above, at its first meeting.

Left to right: Cecil Morris, merchant, Atlantic; Henry Rankin, Jr., plywood manufacturer, Fayetteville; Charles S. Allen, banker and insurance executive, Durham; Miles J. Smith, manufacturer, Salisbury; Eric W. Rodgers, editor and publisher, Scotland Neck; Charles H. Jenkins, business executive, Ahoskie; Governor William B. Umstead; Scroop W. Enloe, Jr., mineral production executive, Spruce Pine; Ben E. Douglas, Director Dept. C. & D.; Amos R. Kearns, textile executive, High Point; W. B. Austin, attorney, Jefferson; W. J. Damtoft, paper manufacturing executive; T. Max Watson, textile executive, Spindale; Leo H. Harvey, capitalist, Kinston; Carl Buchan, Jr., mercantile executive, North Wilkesboro; Robert M. Hanes, banker, Winston-Salem, and Hugh Morton, realtor, Wilmington.

Services to Industry

Specific information about buildings and sites available to industry and about community cooperation projects are a part of the individualized service of the Department of Conservation and Development. Just ask the Director, Ben E. Douglas, for what you want. His telephone is Raleigh 4-3611, Extension 7394. A booklet on Community Development may also be had for the asking.

INSIDE BACK COVER—The Great Smoky Mountains National Park at its junction with the Blue Ridge Parkway in the Cherokee Indian Boundary near Soco Gap, where U. S. 19 gives access to the mile high link of the Parkway, the only one completed west of Asheville.

BACK COVER—Unlike any other highway in the world, the Blue Ridge Parkway skims mountain tops and burrows through tunnels for over 400 miles to join, with connecting U. S. Highway links, the Great Smoky Mountains National Park in North Carolina with the alder Skyline Drive in the Shenandoah National Park of Virginia. (Color photographs by Hugh Marten, Gus Martin and Sebastian Sommer.)





